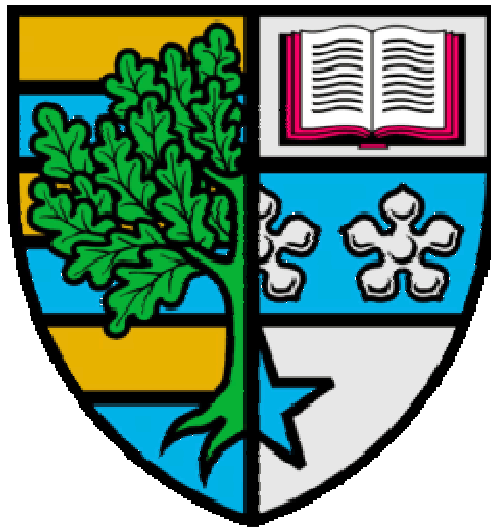


**A study of socio-spatial behaviour in traditional and
contemporary shopping environments in Dubai, UAE**

Sana Jahawi

Submitted for the Degree of
Doctor of Philosophy in Architecture



Heriot Watt University
School of the Built Environment
Edinburgh, United Kingdom

2015

Abstract

Shopping as a phenomenon which has existed since the early history of humanity to meet human needs, has become one of the main daily life activities. Traditional shopping environments are places where people in the past spent their time shopping, talking to each other and discussing their issues. Today, shopping environments are constructed in a modern architectural style and at much larger scales. Arab and Islamic countries met with the initial concept of shopping malls in the 1980s, which have become more common in most Arab countries in recent years. The United Arab Emirates (UAE) is one of these countries where, as a result of rapid economic growth, modern shopping environments have proliferated. These modern shopping environments do not relate to the physical and cultural contexts of UAE. Dubai, which has become an important tourist destination, is an Arab Islamic city with several souks (traditional markets in the Arab world).

This research aims to develop our knowledge and understanding of the shopper's socio-spatial behaviour within the built environment in traditional and contemporary shopping environments in Dubai, UAE. It addresses this issue through an in-depth investigation of human perceptions and activities in a traditional souk (Souk Naif) and a shopping mall (Dubai Mall).

The research methods divided into two stages: the first stage is based on qualitative methods, which include literature review, analysis of documents, and physical survey of the buildings. The second stage combines quantitative and qualitative methods including a questionnaire (mostly quantitative, with a couple of questions focusing on reasons for people's behaviour and motivations) and two types of unobtrusive observation – snapshot and individual behaviour mapping (qualitative methods which generate quantitative data).

Shopping malls seem to encourage the involvement of young people, especially shoppers who are 20-29 year, within the shopping environment more than traditional souks, which the research showed older shoppers in Dubai still prefer. Malls, as modern shopping places, display more density, longer duration and slower speed of shoppers' behaviour in contrast to the lower density, shorter duration and faster speed of shoppers' behaviour in souks.

Acknowledgment

First of all, I would like to thank my supervisor Dr Harry Smith, He has been very supportive in guiding me to find my own research-path throughout this study. Without his support, advice and patience this research would not be materialised.

My special thanks also go to my previous second supervisor Marilyn Higgins and the current second supervisor Mehreen Gul for their advice and suggestion to improve this research, with a special thanks to Alicia Montarzino.

Many thanks to Libyan cultural affair in London for their guidance and support throughout my study and a special thank you to the Libyan Ministry of Higher Education and Scientific Research for funding my study.

I also would like to thank the management and the staff at Souk Naif, Dubai Mall and Dubai library for helping me during my fieldtrip in Dubai.

I would like to extend my gratitude to grateful friends that have given me support and assistance.

I am indebted to all respondents who willingly participated in my questionnaire. Without them, it would not have been possible to conduct a survey and obtain a data.

I am blessed with true love and never-ending supports from my husband Mohammad Rehmah. His encouragements and unselfishness have been amazing and forever I am indebted to him.

Finally, I would like to say a massive thank you to my family: to mum, dad, sweetie sister Amani and my lovely brother Mustafa. I am thankful for their love and the belief they have in me.

Table of contents

Chapter One: Introduction

1. Introduction.....	2
1.1 Research background	2
1.2 Research justification	3
1.3 Research Aims, Objectives and Questions.....	5
1.3.1 Research aims.....	5
1.3.2 Research objectives and questions	5
1.4 Research contribution.....	7
1.5 Research structure	8

Chapter Two: Literature review on the history of shopping environments

2 Literature review on the history of shopping environments.....	12
2.1. Introduction	12
2.2 Marketplaces in early civilisation.....	13
2.3 The history of the emergence of shopping malls in the world	19
2.3.1 The concept of the shopping mall.....	19
2.2.1 The evolution of shopping malls.....	19
2.4 Historical and physical evolution of marketplaces in the Middle East and North Africa	23
2.5 Evolution of modern shopping malls in Arab and Islamic countries	36
2.5.1 From souks to shopping malls	36
2.5.2 Shopping malls in Gulf countries	37
2.5.3 Comparison of the general characteristics of souks and modern shopping malls	40
2.5.4 Summary of the evolution of shopping environments	46
2.6 Introduction to the historical development of shopping environments in Dubai, UAE.....	47
2.7 Introduction to Dubai	49
2.7.1 Location of Dubai	49

2.7.2	Demographics of Dubai	50
2.8	Historical Development of Dubai, UAE	54
2.9	Economic development of Dubai	59
2.10	Shopping environments in Dubai	63
2.10.1	Traditional Souks in Dubai	63
a)	Souks of Deira	65
b)	Souks of Bur Dubai	70
2.10.2	Modern shopping malls in Dubai, UAE.....	75
a)	Deira City Centre Mall	78
b)	Mirdiff City Centre.....	79
c)	Mall of the Emirates	80
d)	Ibn Batutta Mall.....	81
f)	Dubai Mall.....	82
2.11	Dubai Shopping Festival	83
2.12	Conclusion.....	83

Chapter Three: Literature review on Shopping environments and behaviour

3.	Literature review on shopping environments and behaviour.....	86
3.1	Shopping environments and behaviour	86
3.1.1	Shopping Atmosphere.....	89
3.1.2	Shoppers' behaviour.....	91
3.1.3	Shopping motivation	94
3.1.4	Socio- demographic of shoppers' behaviour within shopping environments.....	100
3.2	Shopping environments in Arab, Gulf and Middle Eastern Countries.....	102
3.3	Conclusion.....	105

Chapter Four: Research Methodology

4.	Research Methodology.....	108
4.1	Introduction	108
4.2	Research design: general consideration	108
4.3	Qualitative and quantitative methods (general).....	110

4.4	Triangulation	112
4.5	Validity of the research	115
4.6	Research design: specific techniques used in this research.....	115
4.6.1	Use of documents from key information sources	116
4.6.2	Physical mapping and analysing of built form.....	116
4.6.3	Questionnaire	117
a)	Questionnaire Design	117
a)	Behavioural mapping through unobtrusive observation	118
a.1)	Visual snapshot observation	118
b.2)	Unobtrusive observation of individual shoppers.....	122
4.7	Pilot study.....	124
4.8	Data collection procedures	125
4.9	Conclusion.....	127

Chapter five: Physical analysis of Souk Naif and Dubai Mall shopping environments

5	Physical analysis of Souk Naif and Dubai Mall shopping environments.....	129
5.1	Introduction	129
5.2	Physical analysis of key features in the shopping environments of Souk Naif and Dubai Mall.....	129
5.2.1	Location.....	129
5.2.2	Accessibility and surroundings	131
5.2.3	The layout of Dubai Mall and Souk Naif.....	134
5.2.4	The exterior design.....	142
5.2.5	The interior design	145

Chapter six: Shoppers' socio spatial activities in Souk Naif and Dubai Mall

6	Shoppers socio spatial activities in Souk Naif and Dubai Mall.....	159
6.1	Introduction	159
6.2	Shoppers' activities categorization.....	160
6.3	Analysis of the snapshot observation in Souk Naif.....	161
6.3.1	Introduction	161

6.3.2	Analysis and comparison of the snapshot observation at the main entrance, Souk Naif.....	162
6.3.3	Analysis and comparison of the snapshot findings at the women's clothing section, Souk Naif.....	169
6.3.4	Analysis and comparison of the snapshot findings at Gate 2 (restaurant & café shop), Souk Naif	175
6.4	Analysis of unobtrusive observation of individual shoppers behaviour in souk Naif	181
6.4.1	Social activities observed at Souk Naif.....	181
6.4.2	Shoppers' behaviour analysis according to the observation at Souk Naif	184
6.5	Analysis of the snapshot observation in Dubai Mall.....	186
6.5.1	Analysis and comparison of the snapshot findings at the main entrance, Dubai Mall	187
6.5.2	Analysis and comparison of the snapshot findings at the Gold Souk, Dubai Mall.	192
6.5.3	Analysis and comparison of the snapshot findings at the Ice Rink, Dubai Mall	197
6.5.4	Analysis and comparison of the snapshot findings at the waterfall, Dubai Mall	202
6.6	Analysis of unobtrusive observation of individual shoppers in Dubai Mall	209
6.6.1	Social activities observed at Dubai Mall.....	209
6.7	Conclusion and Discussion	214

Chapter seven: Shoppers' behaviour and motivation in Souk Naif and Dubai Mall

7	Shoppers' behaviour and motivation in Souk Naif and Dubai Mall.....	217
7.1	Introduction	217
7.2	Findings from questionnaires in Dubai Mall and Souk Naif.....	218
7.2.1	Demographic details of respondents: Dubai Mall and Souk Naif.....	218
7.2.1	Demographics compared in souk Naif and Dubai Mall.....	225
7.3	Respondents' shopping behaviour at Souk Naif and Dubai Mall	229
7.3.1	Discussion of shoppers' behaviour findings at Souk Naif and Dubai Mall	244

7.4	Respondents' motivations for visiting Souk Naif / Dubai Mall	247
7.4.1	Discussion of respondents' motivation in Souk Naif and Dubai Mall	251
7.5	Respondents' feelings at Souk Naif and Dubai Mall	252
7.6	Respondents' feeling towards Souk Naif and Dubai Mall in a particular part of Souk Naif and Dubai Mall.....	253
7.6.1	The findings of Question No 17at Souk Naif :	254
7.6.2	Discussion of respondents feeling and satisfaction at Souk Naif	257
7.6.3	The findings of question No 17at Dubai Mall:	258
7.6.4	Discussion of respondents feeling and satisfaction at Dubai Mall	262
7.7	Factors that attract shoppers to souk Naif and Dubai Mall	264
7.8	Conclusion.....	267

Chapter eight: Research conclusion

8.1.	Introduction	271
8.2	Analytical research findings	271
8.3	Research Limitations	280
8.4	Recommendations for practitioners.....	281
8.4.1	Recommendations for planners.....	281
8.4.2	Recommendations for shopping environment developers	281
8.4.3	Recommendations for designers	282
8.5	Recommendations for further research	282

References.....	284
------------------------	------------

Appendices.....	301
------------------------	------------

List of figures

Figure 2.1: Drawing of market at Thebes (Egypt).	14
Figure 2.2: Trajan's Forum, Rome – a reconstruction with the Market of Trajan....	15
Figure 2.3: Reconstruction of the forum Romanum.	15
Figure 2.4: perception of the activities at Romanum forum.	16
Figure 2.5: A typical two-storey medieval market hall with open ground floor trading, 16th century.	17
Figure 2.6: Burlington Arcade, London, UK(1819).....	18
Figure 2.7: One of the longer second generations of European arcades, Galerie de St Hubert, Brussels, Belgium (1846).....	18
Figure 2.8: The Crystal Palace in London, 1851.....	21
Figure 2.9: Southdale Centre.....	21
Figure 2.10: Traditional old souks in Tripoli Libya.....	26
Figure 2.11: Khan El-Khalili souk, Cairo, Egypt.....	27
Figure 2.12: Layout plan of Tabriz Bazaar.	29
Figure 2.13: The bazaar of Tabriz, Iran	29
Figure 2.14: The land use of the Grand bazaar, Turkey.....	30
Figure 2.15: The Grand Bazaar in Turkey..	31
Figure 2.16: Souk Al-Hamidiya, Damascus, Syria..	32
Figure 2.17: Left, Aleppo covered souk plan. right, Aleppo covered souk, Syria....	32
Figure 2.18: Souk Al-Mubarakiya in Kuwait.....	33
Figure 2.19: Souk Mutrah in Muscat, Oman.....	34
Figure 2.20: Deira covered souk, Dubai.	35
Figure 2.21: Souk Alarsah, Dubai.....	35
Figure 2.22: Ibn Battuta shopping mall, Dubai.	39
Figure 2.23: Emirates Mall, Dubai.....	39
Figure 2.24: Different forms of souks.	42
Figure 2.25: Types of shopping malls plan.	43
Figure 2.26: Map of UAE, showing the location of Dubai.	50
Figure 2.27: Population of Dubai according to the age group.	52
Figure 2.28: Stages of development of Dubai.....	54
Figure 2.29: Sheikh Zayed road in 1980 and in 2012.	58
Figure 2.30: distribution of shopping malls in Dubai.	63
Figure 2.31: Traditional retail areas in Dubai.	64
Figure 2.32: Souks of Deira 1948.	66
Figure 2.33: On the left, the Gold souk on 1983. On the right: the gold souk these days.	67
Figure 2.34: Above, the spice Souk in Dubai. Below (left) Dubai fish souk. Below (right) perfum souk in Deira	69
Figure 2.35: Above (left and right): the ships in front of Bur Dubai souk. Below: souk Alkaber plan, Dubai.....	71
Figure 2.36: Textile Souk Bur Dubai.	72

Figure 2.37: Above: Souk Madinat Jumeirah. Below (left): Souk Al Bahar, outside view. Below (right): souk Al bahar, view from inside.....	74
Figure 2.38: Above: Deira city centre mall building. Below: Deira city centre mall first floor.	78
Figure 2.39: Above: Mirdif City Mall, external view. Middle (left): One of the court foods in Mirdiff City Mall.. Below (left): view inside Mirdiff City Mall. Below (right): Floor plans of the mall.	79
Figure 2.40: Mall of Emirates. Above: the first floor plan. Below: the external elevation of the mall.....	80
Figure 2.41: Above (on the left): Indian court; (on the right): Indian court in the mall. In the middle: the first floor plan. Below (on the left) Tunisia court, (on the right) Egypt court Ibn Battuta Mall.....	81
Figure 2.42: Dubai Mall.	82
Figure 3.1: Environment-Behaviour research or Man-Environment studies.	87
Figure 4.1: Research methods diagram.....	110
Figure 4.2: The blue dot's represent the viewing points for snapshot observation in Souk Naif	121
Figure 4.3: The blue dot's represent the viewing points for snapshot observation in Dubai Mall	121
Figure 5.1: Souk Naif location, Dubai, UAE.	130
Figure 5.2: Dubai Mall location, Dubai, UAE.	130
Figure 5.3: Access to Souk Naif: map and views of key access routes. Above (left): access to the souk through Deira street. Below (left): Baniyas bus station. Above (right): shows Naif road. Above (middle): Baniyas street. Below (right): Baniyas bus station.	131
Figure 5.4: Souk Naif surroundings.	132
Figure 5.5: Access to Dubai Mall and surroundings map.....	133
Figure 5.6: Left: shows the shape of Dubai Mall's form. Right: shows the shape of Souk Naif' form.	134
Figure 5.7: Left, (Gate 1), right, (Gate 2) in the front entrances of Souk Naif.	136
Figure 5.8: The front entrances to Dubai Mall.....	137
Figure 5.9: Souk Naif axial map.	138
Figure 5.10: Path/space relationship, Souk Naif, Dubai.	139
Figure 5.11: Dubai Mall, axial map.	139
Figure 5.12: Path/space relationship, Dubai Mall, Dubai.	140
Figure 5.13: The grey colour shows the uniformity of the size of the shops, the green colour shows the size of the open space in Souk Naif.	141
Figure 5.14: Different sizes in the shops and in the open spaces in Dubai Mall. ...	142
Figure 5.15: Souk Naif's façade.....	143
Figure 5.16: Views of Dubai Mall exterior design.....	144
Figure 5.17: Dubai Mall's front façade.....	144
Figure 5.18: The connection between inside and outside Dubai Mall's building...	146
Figure 5.19: Décor elements in Souk Naif.....	147
Figure 5.20: Dubai Mall decoration	148

Figure 5.21: Examples of some shops and restaurant décor in Dubai Mall.....	149
Figure 5.22: Left, the artificial lighting in Souk Naif.	150
Figure 5.23: Types of artificial lighting in Gold Souk Dubai Mall.....	151
Figure 5.24: Daylight use in Dubai Mall. Left, Waterfall space. Right, the Gold Souk entrance.	151
Figure 5.25: Planting in Dubai Mall. Left, Gold Souk. Right, palm trees.	152
Figure 5.26: Above and below (left): Souk Naif parking. Right: parking entrance in Souk Naif.	153
Figure 5.27: Parking facilities in Dubai Mall.....	153
Figure 5.28: (Left) one of the kiosks in the women’s clothing shops area. (Middle) cafeteria located outside the souk. (Right) café shop in the middle of the souk.....	154
Figure 5.29: Entertainment facilities, Dubai Mall.....	155
Figure 6.1: Locations of the snapshot survey inside Souk Naif.....	161
Figure 6.2: Photos of the main entrance (gate 1) in Souk Naif.....	163
Figure 6.3: Behavioural mapping of shoppers’ activities at the main entrance (Gate 1) at Souk Naif during the weekdays and weekends at 9:00am, 2:00 pm and 6:00 pm	165
Figure 6.4: Type of activities occurred during the weekdays and weekends snapshot observation in the main entrance area, Souk Naif.....	167
Figure 6.5: Activities at the main entrance (Gate 1) of Souk Naif. Left, total of observed shoppers’ activities during weekdays. Right, total of observed shoppers’ activities during weekends	168
Figure 6.6: photos of women’s’ wear section	170
Figure 6.7: Behavioural mapping of shoppers’ activities at the women’ clothing section at Souk Naif during the weekdays and weekends at 9:00am, 2:00pm, and 6:00 pm	172
Figure 6.8: Women’s wear section, Souk Naif. Left, total activities during the weekdays. Right, total activities during the weekends	173
Figure 6.9: Types of activities occurred during the weekdays and weekends snapshot observation in the women’s clothing area, Souk Naif.	175
Figure 6.10: Behavioural mapping of shoppers’ activities during weekdays and weekends at Gate 2 (restaurant & café shop), Souk Naif	177
Figure 6.11: Gate 2, Souk Naif. Left, total activities during the weekdays snapshot observation. Right, total activities during the weekends snapshot observation.....	178
Figure 6.12: Types of activities occurred during the weekdays and weekends snapshot observation in the Gate 2, Souk Naif.	180
Figure 6.13: A comparison between the total snapshot observation of shoppers behaviour within the three places in DuSouk Naif	181
Figure 6.14: The results of observation of shoppers’ social activities at Souk Naif.	182
Figure 6.15: Shoppers’ activities according to gender, Souk Naif (in numbers)....	183
Figure 6.16: Walking speed of the shoppers at Souk Naif.....	184
Figure 6.17: Duration of shoppers’ stay within observation spaces at Souk Naif (in numbers).....	185

Figure 6.18: Snapshot observation places within Dubai Mall. (Source: Author) ...	186
Figure 6.19: Shoppers' location and activities during weekdays and weekends in the main entrance in Dubai Mall.....	188
Figure 6.20: Main entrance, Dubai Mall. On the left, total activities during the weekday's observation. On the right, total activities during the weekend's observation.	190
Figure 6.21: Categorization of activities occurred in the Dubai Mall main entrance during the weekdays and weekends.	192
Figure 6.22: Shoppers' location and activities during the weekdays and weekends in the Gold Souk in Dubai Mall.	194
Figure 6.23: Gold Souk, Dubai Mall. On the left, total activities during the weekday's observation. On the right, total activities during the weekend's observation.	195
Figure 6.24: Categorization of activities that occurred in the Gold Souk, Dubai Mall, during the weekdays and weekends.	197
Figure 6.25: Shoppers' location and activities during the weekdays and weekends in the Ice rink, in Dubai Mall.	199
Figure 6.26: Ice rink, Dubai Mall. On the left, total activities during the weekday's observation. Right, total activities during the weekend's observation.....	200
Figure 6.27: Categorization of activities occurred in the Dubai Mall, Ice rink during the weekdays and weekends.....	201
Figure 6.28: Shoppers' location and activities during weekdays and weekends at the Waterfall in Dubai Mall.	204
Figure 6.29: Waterfall area, Dubai Mall. Left, total activities during the weekdays snapshot observation. Right, total activities during the weekends snapshot observation	205
Figure 6.30: Categorization of shoppers' activities during the weekdays and weekends at the waterfall, Dubai Mall.....	207
Figure 6.31: A comparison between the total snapshot observation of shoppers' behaviour within the four places in Dubai Mall.....	209
Figure 6.32: Social activities occurred at Dubai Mall.....	210
Figure 6.33: The total observed shoppers' activities within Dubai Mall according to gender.	211
Figure 6.34: Walking speed of the shoppers at Dubai Mall.....	213
Figure 6.35: Duration of stay of the observed individual shoppers at Dubai Mall.	213
Figure 7.1: Respondents' gender at Dubai Mall and Souk Naif (in percentage). ...	219
Figure 7.2: The percentage of the age group of respondents at Dubai Mall and Souk Naif.....	220
Figure 7.3: Nationalities of respondents at Dubai Mall and Souk Naif (in percentage)	221
Figure 7.4: Respondents' place of residence at Dubai Mall and Souk Naif (in percentage)	222
Figure 7.5: Occupations of the non UAE resident respondents at Dubai Mall and Souk Naif (in percentage).	222

Figure 7.6: Occupation of respondents at Dubai Mall and Souk Naif (in percentage)	223
Figure 7.7: Annual income of respondents at Dubai Mall and Souk Naif (in percentage)	224
Figure 7.8: Place of origin of non-citizen Dubai population 2005	228
Figure 7.9 : Respondents' visit frequency at Souk Naif and Dubai (in percentage).	230
Figure7.10: Respondents' visit frequency at Souk Naif according to gender (in percentage)	230
Figure 7.11: Respondents' visit frequency at Dubai Mall according to gender (in percentage)	231
Figure 7.12: Preferred shopping time of the respondents at Dubai Mall and Souk Naif (in percentage)	232
Figure7.13: Average time spent by respondents at Dubai Mall and Souk Naif(in percentage)	233
Figure 7.14: Time spent by the respondents at Souk Naif according to their gender (in percentage)	234
Figure 7.15: Time spent by the respondents at Dubai Mall according to their gender(percentage)	235
Figure 7.16: The time spent by respondents at the three places at Souk Naif (in percentage of total respondents at Souk Naif).	237
Figure 7.17: Time spent by respondents at the four places at Dubai Mall (in percentage of total respondents at Dubai Mall)	238
Figure 7.18: Companionship of the respondents at Dubai Mall and Souk Naif (in percentage)	239
Figure 7.19: Respondents at Souk Naif who visited other souks in Dubai during the past 30 days (in percentage)	240
Figure 7.20: Respondents at Dubai Mall who visited other malls in Dubai during the past 30 days (in percentage).	240
Figure 7.21: Respondents at Souk Naif and Dubai Mall who visited souks/shopping malls respectively in Dubai (in percentage).	242
Figure 7.22: Reasons for not visiting new malls and traditional souks in Dubai, UAE (in percentage)	243
Figure 7.23: Reasons for visiting Dubai Mall and Souk Naif (in numbers).	247
Figure 7.24: Shoppers' motivation according to gender (Souk Naif) (in percentage).	248
Figure 7.25: Shoppers' motivation according to gender (Dubai Mall) (in percentage)	249
Figure 7.26: Respondents' feelings at Dubai Mall and Souk Naif (in percentage)	253
Figure 7.27: Respondents' feeling at Souk Naif (in percentage)	256
Figure 7.28: Respondents' feeling at the main entrance, Gold souk, waterfall and the ice rink at Dubai Mall (in percentage)	260
Figure 7.29: Factors that attract respondents to Dubai Mall and Souk Naif (in percentage)	266

List of tables

Table 2.1: A comparison between the souk and shopping mall	45
Table 2.2: Population of Dubai, 2012 according to gender.....	51
Table 2.3: Population of Dubai in 2012 according to the age group.....	51
Table 2.4: Population of foreign people in Dubai, 2012.	53
Table 2.5: A comparison of most important Souks in Deira according to their products	70
Table 2.6: Category of souks in Bur Dubai, Dubai, UAE.....	72
Table 2.7: Modern souks build recently in Dubai	73
Table 2.8: A snapshot of the major malls in Dubai in 2013.....	77
Table 3.1: Elements in environmental behaviour observation.	87
Table 3.2: An integrative frame work of store environmental effects.	93
Table 4.1: Research objectives and the methods used to achieve them	116
Table 4.2: The survey procedure at Souk Naif, Dubai, UAE	126
Table 5.1: Summary of physical comparison between Dubai Mall and Souk Naif	156
Table 6.1: Shoppers' activities categorization.....	160
Table 6.2: Symbols shows shoppers' behaviour at Souk Naif	162
Table 6.3: Walking speed and duration of shoppers' stay within observation spaces at Souk Naif (in percentage).	184
Table 6.4: Symbols of shoppers' behaviour at Dubai Mall.....	187
Table 6.5: Shoppers' behaviour at Dubai Mall: speed and duration (in percentage).	212
Table 7.1: Chi-square test of shoppers' demographics in souk Naif and Dubai Mall according to gender	225
Table 7.2: Shoppers' demographics in Souk Naif and Dubai Mall.....	226
Table 7.3: Summary of the findings regarding to the demographic of the respondents	227
Table 7.4: Chi square test of respondents time spend in Souk Naif according to gender.....	235
Table 7.5: Summary of the respondents' most common behaviour.....	244
Table 7.6: Chi square test of reason of visit souk Naif and Dubai Mall according to gender.....	250
Table 7.7: Respondents' feeling at souk Naif	255
Table 7.8: Respondents' feelings at Souk Naif (in percentage)	258
Table 7.9: Respondents' feelings at Dubai Mall (in percentage)	259
Table 7.10: Respondents' positive and negative feelings at Dubai Mall (in percentage)	262

Glossary

Al-Jadid: The new

Bazaar: Traditional market in Persian language

Burj: Tower

Dokan: Shop

GCC: Gulf Cooperation Council

Hammam: Bath

ICSC: International Council of Shopping Centres

Mashrabiya: An elaborately turned wood screen enclosing a balcony window in an Arabic structure.

MBRC: Moreton Bay Regional Council

Medina: The old town

Souk: Market

UAE: United Arab Emirates

Chapter One: Introduction

1. Introduction

This research focuses on a comparative study of traditional and modern shopping environments in the Arab world, using cases studies of shopping facilities in Dubai, one of the United Arab Emirates (UAE). It seeks to understand shopper behaviour in these two different environments with a view to understanding the role of such environments in the evolving Arab society and to providing recommendations to those involved in providing and managing these facilities.

This introductory chapter provides an overview of the thesis, beginning by presenting the research background. After setting out the scope of the thesis, the following sections state the aims and objectives. Finally, the chapter concludes with a discussion of this thesis's contribution to existing research and provides an outline of the thesis.

1.1 Research background

Shopping is currently one of the most pervasive leisure activities, with significant economic, psychological and social benefits. Shopping places can trace their roots back millennia, since human beings settled down and started their civic life. Shopping places emerged when humanity began to establish fixed settlements, and passed through different periods, which transformed from traditional markets to huge shopping malls today.

Shopping places were not only places where people went and made their purchases, but also places where people met friends to enjoy their time and discuss their social life. In many pre-industrial Muslim towns and cities, the souks (Arabic for market) were found next to the palaces and mosques, and were the most crowded places. Most Arabic Islamic cities retain their old souks. Souks are permanent marketplaces or streets of shops devoted to the sale of products and services.

Following the rapid increase in economic and retail developments in most countries during the past half century, modern shopping environments have become more common in Middle Eastern and North African countries. The idea of modern shopping malls emerged in America from where it spread to most of the countries in the world.

The first interest of the researcher in doing a PhD was to study the human spatial behaviour – i.e. the way in which humans behave in, and relate to their physical settings – in a variety of shopping environments in Tripoli, Libya from traditional to contemporary. The intention was to include the covered old souk in the old medina (old town), shopping streets in both the old medina and modern urban area, and shopping malls – all in Tripoli. At the beginning, the research focus was suggested to the researcher by the Department of Old Medina Protection Project in Tripoli, Libya, where originally the researcher came from. Because of the war and conflict that happened in Libya in 2011, after one year of literature review and preparation of research instruments, the researcher was compelled to find an alternative geographic focus and changed her case study to Dubai, UAE. The opportunity to study the evolution from souks, through ‘shopping streets’, to modern malls, which was clear in Tripoli, wasn’t available in Dubai because of its historical development, which led to a more binary approach, studying shoppers’ behaviour in two different shopping environments (traditional and modern).

The differences in shopping environments have an impact on shoppers’ behaviour, on which much research has been done, mostly in the west. The findings reveal that shopper behaviour is affected by many factors such as: music background, lighting, entertainment facilities, etc.

However, the studies on shopping environments and shoppers’ behaviour in the Arab countries are rare. From that point this research, significantly, will focus on two types of shopping environment in Dubai, UAE to find out what are shoppers’ behaviour and their activities within the two different kinds of shopping environment: traditional and contemporary.

1.2 Research justification

The UAE is a country that is witnessing a big transformation. Huge change is taking place in the Emirate of Dubai, which has been transformed from a sandy, barren desert to a cosmopolitan city. The Emirate of Dubai is by far the flashiest of the emirates. Many things in Dubai are done, literally, on an eye-catching scale: for example, the Palm and World Islands, the residential island complexes in the

Arabian Sea, are supposed to be visible from space, and the Burj khalifa is the tallest building in the world (Syed, 2014).

At the dawn of the 20th century, Dubai was a prosperous seaport. The souk on the eastern bank of the creek was the largest of its kind on the coast of Dubai, with 350 shops, which form the core of old Dubai, and had a steady flow of visitors and businessmen.

Dubai is the biggest tourism-shopping destination in the GCC region (Gulf Cooperation Council) and with millions of tourists visiting the Emirate every year, Dubai has been rightly regarded as the “Shopping capital of the Middle East” (Singh 2013). The presence of modern retail in Dubai started with the emergence of an oil economy in the 1970s. Since then the municipality of Dubai has paid great attention to building modern shopping environments in different places in Dubai such as Dubai Mall, Mall of Emirates, and Ibn Battuta shopping mall.

World class shopping malls, besides traditional souks located in Dubai, are playing a major role in promoting Dubai as a popular shopping destination. Shopping malls in Dubai face a unique challenge of attracting a diverse set of shoppers that include Emirati customers, Non-Emirati residents of the UAE and tourist shoppers from different parts of the world.

In a way, malls in Dubai not only compete with each other but also with shopping malls situated in prominent shopping destinations across the globe. The city has more than 70 shopping malls including the largest in the world, The Dubai Mall. At the same time, Dubai has numerous traditional souks including Souk Naif, which is located in the heritage area in Dubai. Traditional souks in Dubai are still places visited by tourists as well as residents (Masad, 2008).

As a fast developing city, Dubai moved from the desert to the city of skyscrapers. An orientation towards western architecture styles, alongside the traditional architecture of the Emirates has been very noticeable in most of Dubai’s new buildings. Retail buildings have also changed from the simple design of traditional souks to the big shopping malls, and the number of new malls in Dubai is increasing every year.

Regarded as the shopping capital of the Middle East, Dubai offered an opportunity to understand and study current changes in Middle Eastern shopping environments and in shoppers' behaviour through comparing traditional souks and contemporary malls.

Dubai Mall, the largest shopping mall in the world, was chosen as a case study of a contemporary shopping environment, and Souk Naif, which is one of the oldest (through rebuilt) traditional souks, and which is distinct from the rest of the traditional souks in Dubai in that it is not specific to one type of goods as the others are, was chosen as a case study of a traditional shopping environment.

1.3 Research Aims, Objectives and Questions.

1.3.1 Research aims

The aims of the research are: to develop knowledge and understanding of human socio-spatial behaviour within the built environment of two different shopping environments in Dubai, UAE, a traditional souk and a modern shopping mall, in order to explore the transformation in how people in the Middle East are using shopping environments. In other words, how different is shoppers' socio-spatial behaviour within these two shopping environments and what does this tell us about trends in shopping behaviour in Dubai?

1.3.2 Research objectives and questions

These aims are met through a series of research objectives, with related research questions, which are as follows:

Research Objective 1

To trace the historical development of shopping environments in Dubai, including the traditional souks and the recent shopping malls.

Research questions for Objective 1

1.a) How have marketplaces in the world developed, with a specific reference to the traditional souks and modern shopping malls in Islamic Arab countries and in the context of the Gulf countries?

1.b) How has the economic development of Dubai influenced the shopping environments in Dubai?

1.c) What has been the historical development of shopping environments in Dubai, UAE?

Research Objective 2

To analyse and characterize the physical environment of shopping environments in Dubai.

Research questions for Objective 2

2.a) What are the key physical characteristics of the urban context of these shopping environments?

2.b) What are the key physical characteristics of Dubai Mall and Souk Naif, and of specific environments within them?

Research Objective 3

To assess the socio-spatial behaviour among the different users of the shopping environment in traditional souks and shopping malls in Dubai.

Research questions for Objective 3

3.a) What types of shoppers visit the two different shopping environments in regard to their demographics?

3.b) How do people perceive the traditional shopping environment in the traditional souk and the modern shopping environment in shopping malls in the Emirate of Dubai?

3.c) What human spatial activities take place in the traditional souk in Dubai and within shopping malls in Dubai? When do such activities take place? Where do they take place? Who are involved in such activities?

Research Objective 4

To analyse the relationships between physical environment, social behaviour and activities within the two types of shopping environment and draw conclusions on the transformation in how people in the Middle East are using shopping environments.

Research questions for Objective 4

4.a) What does the study of a traditional souk and a contemporary shopping mall in Dubai tell us about how shopping behaviour is changing in Middle Eastern developing countries?

4.b) What are the relationships between physical environment, social spatial behaviour and activities within these two types of shopping environment?

4.c.) What are the differences and similarities between these?

4.d) What changes in shopping behaviour are exemplified through this comparison?

1.4 Research contribution

This research will contribute to the enrichment of information about the shopping environments in the Middle Eastern Islamic Arab cities generally and in Dubai, UAE specifically, and will try to explain the importance of shopping environment impact on shoppers' behaviour in Dubai, UAE in terms of new empirical material assembled and accurate information and analysis of data collected.

The analysis of behaviour within shopping environments in Dubai will provide information on the real functions of the shopping places, as these are used today and showing the positive and negative aspects of the environment that influence their uses. Therefore, as far the researcher is aware, this research is the first study which deals comparatively with shoppers' behaviour within two different shopping environments in Dubai (traditional and contemporary), and identifies important factors influencing shoppers' behaviour among different types of shoppers according to their gender, age, nationality and income levels.

The findings of this research could also inform those who are involved in the process of developing, designing, and managing shopping environments. The information derived from this study can help them to preserve the important characteristics of shopping environments in new developments and to enhance the viability of the existing traditional environments.

From the literature review, most studies that have been conducted on shopping environments and shoppers' behaviour have been academic studies from the fields of marketing, sociology, retail anthropology and psychology. Therefore, this research will add to this knowledge making it relevant and accessible to designers in Dubai, and elsewhere in the Middle East in the future.

1.5 Research structure

This thesis contains eight chapters as following:

Chapter one: Introduction

This chapter presents the research background, research justification, research aims, objectives, questions, research contributions, and outline of the thesis.

Chapter Two: Literature review on the history of shopping environments

This chapter presents the literature review, which is divided into two parts. The first part reviews the historical development of shopping places during different periods from ancient times until today, with examples from different parts of the world and a focus on Dubai.

The second part presents the analysis of historical development of Dubai and its shopping environments are discussed to explain to the reader key factors that have led to Dubai becoming a place attracting shoppers from all over the globe.

Chapter Three: Literature review on shopping environments

The chapter deals with literature on shopping environments from environmental psychology studies, urban studies, marketing studies, etc., focusing on how shopping atmosphere affects shoppers' behaviour within modern and traditional shopping environments.

This chapter provides a conceptual basis for the analysis of data from the case studies that is presented in subsequent chapters.

Chapter Four: Research methodology

This chapter identifies and describes the different methods that are applied to collect and analyse data about shoppers' behaviour within shopping environments in Dubai, UAE, and about the kind of activities that take place in the two different shopping environments (traditional and modern). It also provides a justification of the choice of case study shopping environments.

Chapter Five: Physical analysis of Souk Naif and Dubai Mall

This chapter analyses the physical environment of Souk Naif and Dubai Mall in general, as well as the physical environment of specific places in both shopping environments. This chapter provides a background against which the information in the following chapters must be understood.

Chapter Six: Shoppers' socio-spatial behaviour within Souk Naif and Dubai Mall

This chapter focuses on identifying the shoppers' activities. It presents and analyses the data collected from snapshot observation and shoppers' behavioural mapping in three spaces in Souk Naif (Gate 1, women's clothing area, café shop and restaurant) and in four spaces in Dubai Mall (main entrance, Gold Souk, ice rink and waterfall).

Chapter Seven: Shoppers' behaviour and motivation within Souk Naif and Dubai Mall

This chapter analyses the data from questionnaires that were collected from 102 respondents in Souk Naif and 124 respondents in Dubai Mall. SPSS and Excel were used to analyse the findings.

Chapter Eight: Research conclusion

The conclusion of the research provides a complete picture of the shoppers' behaviour in two different shopping environments – modern and traditional – and

reflects on the changes that are happening in shopping behaviour in Dubai. This chapter provides conclusions based on the research findings; recommendations for shopping environment designers and managers; recommendations for further research; and consideration of research limitations.

Chapter Two: Literature review on the history of shopping environments

2 Literature review on the history of shopping environments

2.1. Introduction

This chapter will achieve the first research objective which is: to trace the historical development of shopping environments in Dubai, including the traditional souks and the recent shopping malls.

Shopping as a phenomenon, which has existed since the early history of humanity to meet needs, is one of today's key social activities. Throughout history, shopping places have been constructed according to physical, economic and cultural characteristics of the area, and they have been transformed in time with the changes and necessities in life. Increasing population, changing living conditions, and technology depending on this growth have an enormous impact on production and consumption activities within communities. Particularly the 21st century has led to a profound change in living standards of individuals. With the global neoliberal economy reaching the whole world, such transformation has caused changing social attitudes such as increasing demands and consumption.

Traditional shopping environments have long been with the Arab people, meeting economic, social and psychological needs. These environments are important parts of the Arab, Islamic cities and constitute the core of the city. Traditional shopping environments are places where people in the past have spent their time shopping, talking to each other, and discussing their issues. Dubai is one of the Arab Islamic cities, which has many traditional souks, which are one of the most important tourist attractions.

Today, shopping environments are constructed in a modern architectural style, on contrary to traditional shopping environments, which were constructed in a local architectural style. Present day shopping mall construction began in the 1960s in the USA, and Arab and Islamic countries met with the initial concept of shopping malls in the 1980s. These have become more common in most of the Arab countries – UAE is one of them – as a result of the process of rapid economic growth. Although

these modern shopping environments do not relate to the physical and cultural contexts of UAE, these new shopping environments have attracted many shoppers.

Moreover, the trade centres in cities are also subject to change in time. Changing consumption behaviours, increasing consumption, product varieties, and technological improvement, which ensure mobility and production with ease, have provided the basis for innovation in shopping centre formation. Along with the construction of shopping malls, people find the chance to enjoy their leisure time with activities like shopping, dining and relaxing in a mall. Throughout time, these malls have also developed new leisure functions for the comfort of their visitors. Based on the research question listed in Chapter one, this chapter providing an overview of the historical evolution of traditional and modern shopping environments during different periods. This chapter is divided into two parts. The first part (comprising sections 2.2 to 2.7) starts with a general review of the historical and physical evolution of the two types of shopping environments (traditional souks and modern shopping malls) with specific reference to the Islamic Arab cities in North Africa and the Middle East, and ends with a comparison between souk and shopping mall. The second part (sections 2.8 to 2.13) addresses the historical development of shopping environments in Dubai, UAE with specific refer to Souk Naif and Dubai Mall.

2.2 Marketplaces in early civilisation

This section starts the overview of the historical evolution of traditional and modern shopping environments by addressing the historical and physical evolution of marketplaces in early civilisation.

Shopping has a long history, although shopping space has changed its form and function. Since earliest times humanity settled together in groups and began the activities of trading and exchanging agricultural and other crafted products. Although it is assumed that trade was started in the Neolithic period, the earliest figurative presentation of the market place is seen in Egyptian drawings in 1500 B.C. (Figure 2.1) (Kocili, 2010).

During the ancient Egyptian civilization (3360–30 B.C.) two important commercial events occurred. The first was that permanent shops, built of mudbrick, are known to have developed. The second was that commercial trade routes with Babylon and Southern Europe were established. Both caravans and ships were used during this period to carry goods between Egypt and these other areas (Al-Naser, 2002). By the end of this civilization international trade was declining. Early trading activities took place in meeting and gathering spaces (Coleman, 2006).

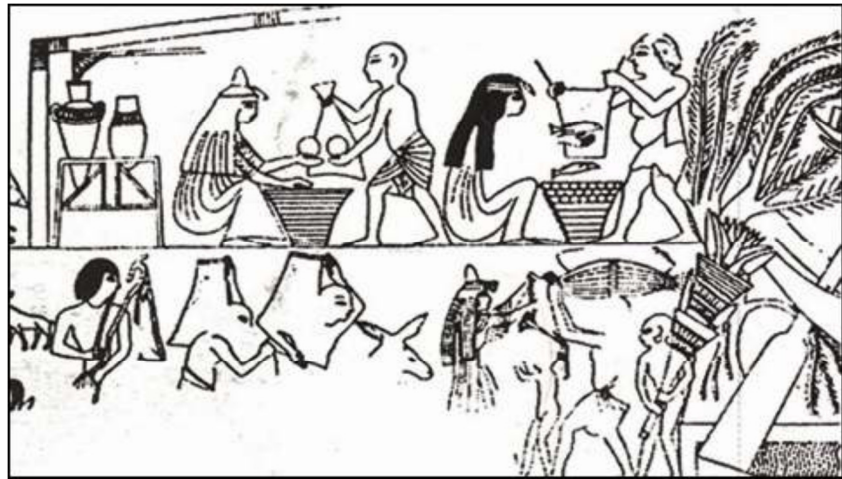


Figure 2.1: Drawing of market at Thebes (Egypt). (Source: Kocili, 2010.)

Greek trading took place in the Agora. This was defined as an open square formed as a meeting place, often between the ruling palaces and the town's principal buildings, and was intermittently used as a market (Kocili, 2010).

“ On market days, goods were laid out on mats or on temporary stalls to allow other activities such as voting and debate, public displays, sports etc., to take place outside market days” (Coleman, 2006 p.19).

The major cities of the Roman world also formed open spaces as the centre of civic life. They were used for a variety of purposes and were surrounded by temples, basilicas, bathhouses and state buildings. The activities of religion, law and commerce spilled over into the forums. The citizens came to the forum to worship, do business, play and shop. Shopping was one of a variety of activities, which took place both in the buildings and in the forum space.

Rome had two forums, forum Romanum and Trajan's forum. Trajan's forum, initiated in 115 AD and completed in 128 AD, was a vast area, formally arranged as a series of traced crescent-shaped buildings, where the shops were on four levels.

These are some of the first recognised defined shop spaces, which were provided on different floors from the lowest level upwards. In the crescent-shaped colonnade the shops faced directly onto the forum on the ground level (Coleman, 2006) (see Figure 2.2).

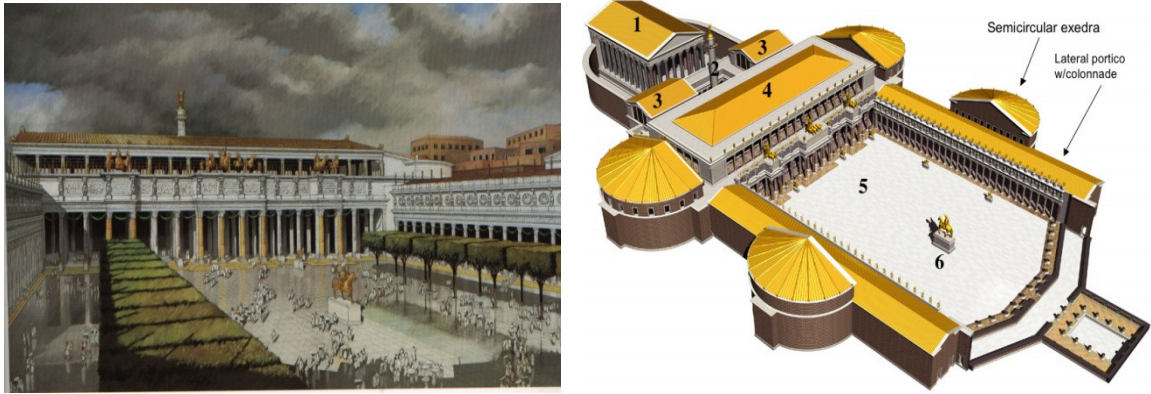


Figure 2.2: Trajan's Forum, Rome – a reconstruction with the Market of Trajan. (Source <http://dereksarthistorytimeline.weebly.com/forum-of-trajan.html>)

Forum Romanum is another important milestone in the evolution of shopping places. It was a magnificent arrangement of shared-use buildings and likely to have been one of the first collections of defined shops. They were also unique in being largely under cover and arranged on several levels (see figures 2.3 and 2.4).



Figure 2.3: Reconstruction of the forum Romanum. (Source: <http://www.publispain.com/wallpapers/Lugares-Del-Mundo/sitios-Roma/Rome-Csg-8-Roman-Forum-Reconstruction.htm>)



Figure 2.4: perception of the activities at Romanum forum. (Source: <http://www.mitchellteachers.org/WorldHistory/AncientRome/DailyLifeinAncientRome.htm>)

During the medieval period, Western Europe drifted into 500 years or so of dark ages. Shopping was affected at that time, until many centuries later, when greater stability and wealth returned to northern Europe, eventually broadened and developed to bring about trading centres. Markets were held in the towns for trading and led to the formation of shared-use buildings to control this trading and to administer the town. These buildings combined a market hall on the ground floor and town hall above (Coleman, 2006).

The early middle ages economy in Europe was autarchic and self-sufficient. In towns trade consisted of exchange of products instead of money to buy. The right to hold weekly, monthly and yearly market days (in 10th and 11th centuries) was just the legalisation of such exchanges. The first permanent yearly markets were connected with religious manifestations. The first market-places were irregular and unarticulated spaces in the suburbs, next to the city gates, covered in market days by stalls, stands, etc. With time, these spaces were shaped into squares, becoming an essential part of the town structure. Slowly they started to differentiate and functionally specialize, with permanent buildings being constructed (Šepić, 2001).



Figure 2.5: A typical two-storey medieval market hall with open ground floor trading, 16th century. (Source: <http://www.victoriacountyhistory.ac.uk/explore/themes/trade-and-commerce/markets-and-fairs>)

In Italy, during the 14th century, the Tuscan town halls of Florence and Sienna moved into separate buildings. In England, the market and town halls, which were generally on a similar scale to Europe, followed the medieval pattern. In the Netherlands, by the 15th century they tended to build more individual specialist halls, separating the meat hall from the cloth hall and town hall.

Generally, by the 16th century, across Europe market halls were no longer combined with town or guild uses. New market halls were built as large linear structures covering long nave like spaces, with side aisles lined with stalls forming collections of shops. This was the 18th and 19th century market building (Coleman, 2006) (see figure 2.6).

Up to the mid-19th century, a new generation of specifically planned collections of shops and new types of shops marked a step change in the evolution of shopping. These new formats mark the beginning of shops becoming recognised individual pieces of architecture in their own right (Coleman, 2006).

The arcade was the first European building planned primarily to accommodate a collection of shops. Shops of similar size were arranged on either side of a public thoroughfare connecting two busy existing streets (see figure 2.6).

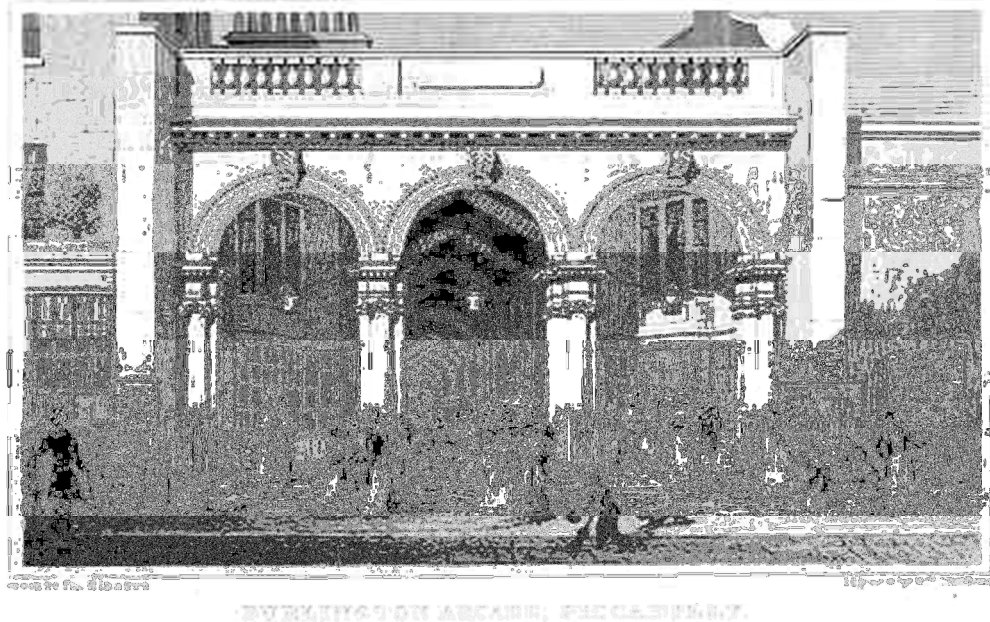


Figure 2.6: Burlington Arcade, London, UK(1819). (Source: <http://amusingthezillion.com/2012/03/25/london-calling-saving-burlington-arcade-from-thor/>)

From the middle of the 19th century, another generation of arcades emerged which were larger and grander than these of the first half of the century. Galerie de St Hubert (figure 2.7) is an arcade based on the proportion of the wider alleys of the old city. This street was glazed over and organised in two lengths. The glazed covered ways were particularly suited to the climate of Northern Europe (Kocili, 2010).



Figure 2.7: One of the longer second generations of European arcades, Galerie de St Hubert, Brussels, Belgium (1846). (Source: http://www.ilotsacre.be/site/en/curiosities/st_hubert_gallery.htm)

2.3 The history of the emergence of shopping malls in the world

2.3.1 The concept of the shopping mall

''A shopping mall is typically, a shopping complex connected by walkways. It provides shopping as well as entertainment options to the target consumers. It generally, contains one anchor store, which consumes twenty five per cent of its retail space. In addition a mall contains specialty stores for clothes, accessories, home needs, books, as well as food court, multiplexes and entertainment zones'' (Sankar,2005, p.25).

A shopping mall is defined by the International Council of Shopping centres in the United States of America as “an enclosed, climatic-controlled and lighted [(shopping centre), flanked on one or both sides of walkways by storefronts, (anchors)] and entrances. On-site parking, usually provided around the perimeter of the centre, may be surface or structure” (ICSC, 2004).

A shopping center, shopping mall, or shopping plaza, is the modern adaptation of the historical marketplace. The mall is a collection of independent retail stores, services, and a parking area, which conceived, constructed, and maintained by a separate management firm as a unit. They may also contain restaurants, banks, theatres, professional offices, service stations etc.

‘Shopping mall’ is used for a building or complex of buildings, which has shops and inner walkways, which promote visitors to walk along shops without car disturbances. Other terms are used in other languages and places, for example in Britain the term ‘shopping centre or shopping Arcade’ is common (Azadarmaki, 2012).

2.2.1 The evolution of shopping malls

By the middle of the 20th century in the USA, the population was growing and urbanites were seeking to escape from the intolerable urban conditions. Luckily, it was possible to settle down in suburbs through the abundance of available and

accessible land and universal spread of car ownership (Coleman, 2006). Additionally, Beddington (1991) states that the evolution in environmental engineering: ventilation, air conditioning systems and advanced lighting systems, facilitated the development of closed malls. Victor Gruen explains why and how modern suburbia was born:

“When the automobile emerged as a means of private mass transportation, the final urban explosion took place. Automobiles, free of steel rails or overhead wires, could move at will in every direction. They provided complete freedom of movement to the individual driver and made him independent of public transportation. So, with the automobile came a dispersal of population that followed no pattern whatever” (Gruen, 1960, p.20).

The suburban malls are the beginning of the shopping malls in the modern sense. According to Coleman (2006), in 1945 there were only 45 suburban malls across America and in 1958 they grew to over 2900.

Shopping malls as we know them today can be said to originate from the Crystal Palace in London. It was an inspirational architectural prototype designed by Joseph Paxton in 1851 (figure 2.8). The Crystal Palace transformed the arcade concept from a glass-covered street to a glass building and a container of landscape. The Galleria Vittorio Emanuele is one of the world's oldest shopping malls. Built in the 1870s, the building was designed by Giuseppe Mengoni and is famous for its glass ceiling and art (Kocili, 2010).

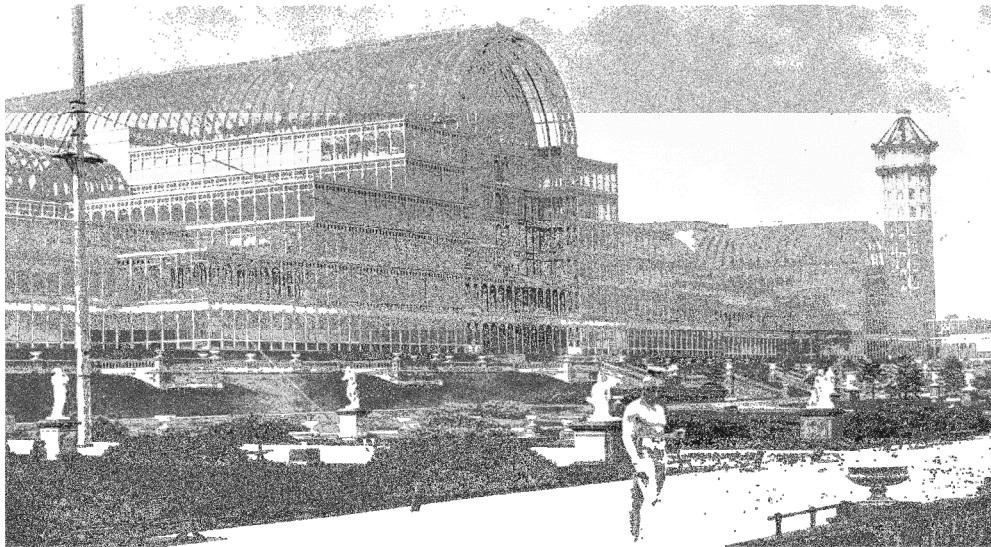


Figure 2.8: The Crystal Palace in London, 1851. (Source: <http://rentomod.wordpress.com/romanticism-realism-photography-europe-and-america-1800-to-1870/>)



Figure 2.9: Southdale Centre. (Source: <http://www.labelscar.com/minnesota/southdale-center-victor-gruen>)

Contemporary shopping centres began to be shaped in the 1950s when the architect Victor Gruen in America aimed to design the first “enclosed shopping centre” as an alternative city centre to supply the social and shopping needs of the people residing in suburban areas. This opened in Edina, Minnesota (near Minneapolis) in 1956. Southdale was a pioneer in that its enclosed public spaces transformed exterior space into interior space and as a result a new type of internal urban space was formed by

Victor Gruen (see figure 2.9). Southdale vastly expanded the role of the mall as social and community centre by dozens of social events, like concerts, high school proms and annual balls. The enclosed and climate-controlled spaces suggested new forms of public and civic life (Crawford, 2002).

In the 1970s, shopping malls became more specialized and were considered as not only places to sell garments, but also to offer their customers a wide range of services including cinemas, restaurants and amusement centres. Because of the oil crisis, the competition between shopping malls increased during this period. To turn conditions of the crisis into an advantage, shopping malls organized shows and activities to attract more consumers to their malls. This was also reflected in the architectural designs of new shopping malls. Such new shopping centres were called “Festival Shopping Malls”, and the first example of this kind of shopping malls is Fenauil Shopping Centre in Boston (Kocili, 2010).

The 1980s and 1990s were the years during which the phenomenon of “globalization” began to interfere into daily life of customers more intensively than ever before. Nonetheless, with the technological improvements, the retailers also began to perceive of the retail sector from a different perspective. During the 1980s, the inner parts of cities were not abandoned places like in the 1960s. Concerning these areas, the investors were ready to make investments for new business enterprises, the financial sponsors were ready to loan credits, and the entrepreneurs were ready to pay high rents for the shopping places (Coleman, 2006).

In this period, the European retail sector began to develop as sprouting numbers of American-style shopping centres and outlet firms selling cheap products. During the establishment phase of these shopping centres, it was intensively required to have “Anchors”, the famous shopping firms of larger scale that attracted customers. In addition to this, the change in consumers’ behaviours has had an increasing impact upon the number of business firms operating in fields especially out of the food sector. Therefore, globalization emerges as an important factor in line with these improvements, while the diversification of developments differing by each country’s history can also be considered to have another important determining effect. From another standpoint, the increases in cross-border trade, foreign investments and firm partnerships, constitute an essential factor affecting this period (Kuyumcu, 2010).

Consequently, today, there are so many shopping malls around the world and expansions and renovations are necessities in their life span. The following part will shed light on the evolution of marketplaces starting from traditional souks to modern shopping malls in some cities in the Middle East and North Africa, with a particular refers to Dubai as the place of this study.

2.4 Historical and physical evolution of marketplaces in the Middle East and North Africa

In Arab and Islamic cities, souk or souq is an Arabic word which means an open-air marketplace or commercial quarter. The name of this traditional market varies from language to language. It is called, regardless of its English spelling, “souk” in Arabic, “Bazaar” in Persian, and Tcharachi (Charshi) in Turkish.

The formal evolution of souks over the ages has been the outcome of a combination of cultural, economic, and legal factors. From the first half of the sixth century, a new civilization with a unique culture was flourishing in Mecca on the Arabian Peninsula. A few centuries later this civilization extended over a large part of the word, which today is called the Islamic World (Al- Naser, 2002).

Historically, souks were held outside of cities in the location where a caravan loaded with goods would stop and merchants would display their goods for sale. At that time, souks were more than just a market to buy and sell goods; they were also major festivals and many cultural and social activities took place in them. Subsequently, due to the significance of the marketplace and the growth of cities, the locations of souks shifted to urban centres. In the past, there were two types of souks (Abbaoui et al, 2011):

- **Seasonal souk:** A seasonal souk is held at a set time, yearly, monthly or weekly. The oldest type is annually, which usually included more activities than more frequent seasonal souks and was held outside cities. Weekly markets have continued to function throughout the Arab world. Most of them take their name from the day of the week when they are held (Raymond, 1985).

-Permanent souk: This market is in an open space where the merchants will bring in their movable stands during the day and remove them during the night. The equipment of the souk is simple: shops either not covered or with a rustic cover of straw, branches of trees, sometimes of plaits or fabrics resting on wood frames.

The traditional souk in general, divided into small spaces, each space has a narrow alley and each part has a name depend on the type of goods such as the fruit and vegetable souk, the clothing souk, the spice souk, the leather souk, etc. At the same time, they were all collectively called a souk and assigned their individual name (Abbaoui et al, 2011).

Souks have a long history in ancient Arabia, from the third century CE, the cities of Mecca and Medina were considered significant hubs where merchants from other areas of the Arabian Peninsula sold and traded their products. Okaz was the most prominent souk among these due to its role in political, cultural, and social affairs. It was located near a temple, in a big field southeast of Mecca (Saudi Arabia). This souk was an important gathering and shopping place, especially for Hajj pilgrims. After the advent of Islam and rising power of Muslims, new urban centres such as Basra, Kufa, Baghdad, and Qayrawan were created. The souk was designed as a permanent part of the city, no longer being the seasonal or temporary market that was typical in Arabia (Gharipur, 2012).

During the Islamic period, the souk was a vital facility in the life of the Muslim community since ancient times. It was the most important element of planning associated with the Islamic population in the city and the most important component of the cultural heritage of the ancient Islamic city to have had a recipe to continue the organic growth (Al- Naser, 2002).

In terms of physical structure, the Islamic city has two focal points: the Friday mosque, and the market place. They are always adjacent to each other and located somewhere in the centre of the city. In the market place, shops, mosques, madrasah (school), hammams (baths), offices, and other communal institutions are mixed together because of the undifferentiated lifestyle of Islamic urban society.

The spirit of economic, social, ideological, cultural and political life of city is manifested in a coherent unit called the souk and therefore the souk has a spirit and

atmosphere, which is a suitable combination of these roles. The souk is a place where people feel close to public life and it is a symbol of the Arab lifestyle. It is a place, which combines the political, economic and social beliefs of the public. The main functionalities of the souk are:

- Maintaining and developing the public economy of the city.
- Training the spirit and promoting the social and cultural relationships of the citizens.
- Developing the religious and moral beliefs and the bases which help the principles of Islam survive (Azadarmaki, 2012).

During the Umayyad Age (662-750), several souks were built from Qayrawan (Tunisia today) to Kufa (Iraq today) in order to produce governmental revenue. A bazaar or the souk was constructed during the Umayyad period in Merbad, three kilometres from Basra, Iraq (Gharipur, 2012).

During the Fatimid period (909-1171) in another North African city, Qayrawan (city in Tunisia), a sector of bazaars that was the principal thoroughfare, traversed the entire city from gate to gate, skirting the Great Mosque and flanked by rows of shops. In the Mamluk Age (1250-1517), the market quarters in Cairo experienced an expansion, with some forty-eight markets and forty-four caravanserais being concentrated in an area of about forty hectares to accommodate commercial activities.

The Ottomans (1299-1923) established bazaars in their first capital, Bursa, as well as in large cities like Istanbul to import silk and export woolen products. In this period bazaars became part of urban design. Caravansaries served as hostels and were incorporated into the urban environment (Gharipur, 2012).

The next section shows some examples of souks across Arabic cities.

a) North African souks

Traditional souks play an important role in most current Arab cities. For example in Tripoli, Libya, souks are the busiest place at the heart of the daily life of the old walled medina (city). The main souk has the same characteristics of an Arab bazaar (figure 2. 10), which is usually composed of long covered street souks. This souk is a

spine of the urban fabric of the old medina, providing a place which binds the public spaces together to give a sense of unity and continuity. In this souk traditional hand-made clothing, silver and textiles are displayed and sold. Sitting is available in this souk where benches are built beside the walls.



Figure 2.10: Traditional old souks in Tripoli Libya. (Source: <http://www.strly.com/vb/t66312/>)

In Egypt, Cairo has been a vibrant centre of trade and commerce since it was founded centuries ago. Today this tradition lives on in the city's markets and bazaars, which are locally known as souks. Khan Al-Khalili (figure 2.11) is one of the oldest markets in the Middle East, a little older than 600 years, and still authentic architecture persists unchanged since the Mamluk era until now. Merchants have been plying their trade at the souk since the 14th century, when stunning sites like the Hanging Church were still active centres of Cairo life (Fahmi, 2012).



Figure 2.11: Khan El-Khalili souk, Cairo, Egypt. (Source: http://commons.wikimedia.org/wiki/File:Plan_du_Khan_el_Khalili.png).

b) Souks in Middle Eastern cities

In some countries like Iran and Turkey, ‘bazaar’ means a souk where miscellaneous goods and services are displayed to buy and sell. The word ‘bazaar’ refers to ‘Waaazar’, which is an ancient Persian word meaning souk (Assari.A et al, 2011).

The bazaar is a symbol of traditional architecture, and Islamic art is best visible in bazaar architecture. However, the economic, religious, social and cultural elements; communicational and protective elements; the relationships between the elements, their roles and the existence of inseparable link between architectural, functional and geographical qualities have had a lot of importance (Ahour, 2011)..

In Iranian architecture, bazaars are formed either organically or in a planned way, and usually located at the centre of the cities. The layouts are usually linear in shape, positioning the public and socio-cultural spaces through this linear form. They were usually constructed during the periods of great economic growth and welfare. Moreover, bazaars have always defined the major street of the urban fabric, connecting two major entrances of the city (Ahour, 2011).

The bazaar, one of the largest achievements of the Islamic civilization period, has a specific place in Islamic countries, especially in Iran. Moosavi (2005) explores the architectural typology of the bazaar as an urban space and to analyses the historical interactions between formal, spatial and social qualities of it and planning ideals and the urban structure and development of diverse Iranian cities.

Bazaars in Iran are generally categorized into three types:

- Periodic Bazaar: without any architectural space and totally scattered throughout the city, intended to be a place for exchanging goods.
- Urban Bazaar: as a popular urban space which accommodated commercial activities along with social and cultural activities of people.
- Local Bazaar: was a smaller type of urban bazaar with less importance, which was allocated to a particular area or district of the city or town (Mehdipour, 2013).

Bazaars of Iran developed in cities along the ancient caravan routes, which formed a network linking centres of culture and commerce to each other. Mainly the Iranian bazaars are recognized as the main spatial structure of cities. Being multifunctional urban complexes, Bazaars were gradually formed to meet the demands of their developers and users. In fact, a Bazaar was a place to centralize the inter-related interests of different groups of stakeholders. Most of Iranian Bazaars – except the ones built upon an order or a short term decision – are ensembles gradually formed by construction and connection of commercial and public buildings such as caravanserais, Timchas (covered caravanserai inside the bazaar) and Dokkans (shops). Although the major area of Bazaars is dedicated to commercial functions, Bazaars' meaning to their users and developers is much more than a place with merely economic values. In addition to commercial buildings, there are many spaces with sociocultural and religious functions allocated to mosques, Madrasas (traditional, religious schools), tea houses, Hammams and in some cases, ZurKhanas (gymnasiums) (Hanachi and Yadollahi, 2011).

The bazaar of Tabriz, (Figure 2.12 & Figure 2.13), with the wonderful art and Islamic architecture and being located on Silk Road, has played various economic, social, cultural, religious, communicational and political roles during history (Ahour, 2012).

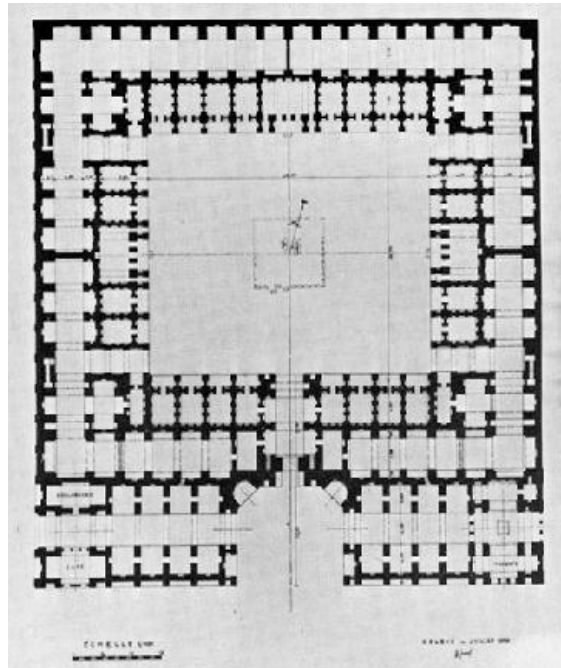


Figure 2.12: Layout plan of Tabriz Bazaar. (Source <http://www.iranicaonline.org/articles/isfahan-xii-bazaar-plan-and-function>)

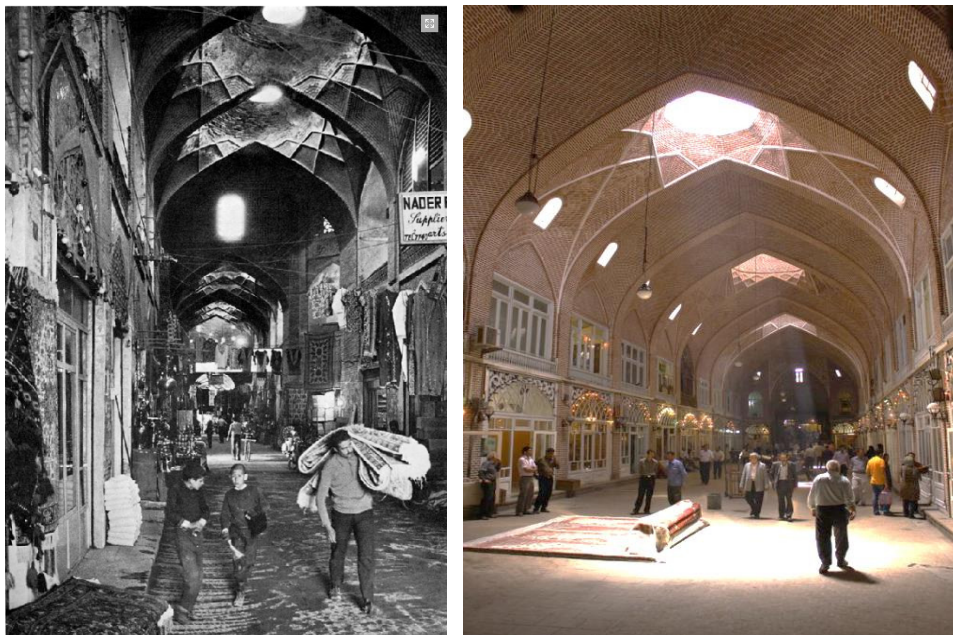


Figure 2.13: The bazaar of Tabriz, Iran (Source: <http://whc.unesco.org/en/list/1346/gallery/>)

The Grand Bazaar is a historical (figure 2.14) trade centre more than 500 years old in the historical peninsula of Istanbul, Turkey. The foundation of the Grand Bazaar was laid in 1461. It is one of the unique centres in Istanbul to be visited, with 60 narrow streets in a 37,700 square meters giant-like labyrinth, and more than 3600 shops. It is a covered site that reminds of a city which was developed and grew over many years.

In the Grand Bazaar, there were 5 mosques, 1 school, 7 fountains, 10 bores, 1 stream, 1 public fountain, 1 water-tank, 18 doors and 40 inns until recently. The circle of the two old dome covered buildings with 15th century thick walls has become a shopping centre by covering upper sides of the streets and adding new features (Hanachi & Yadollahi, 2010).

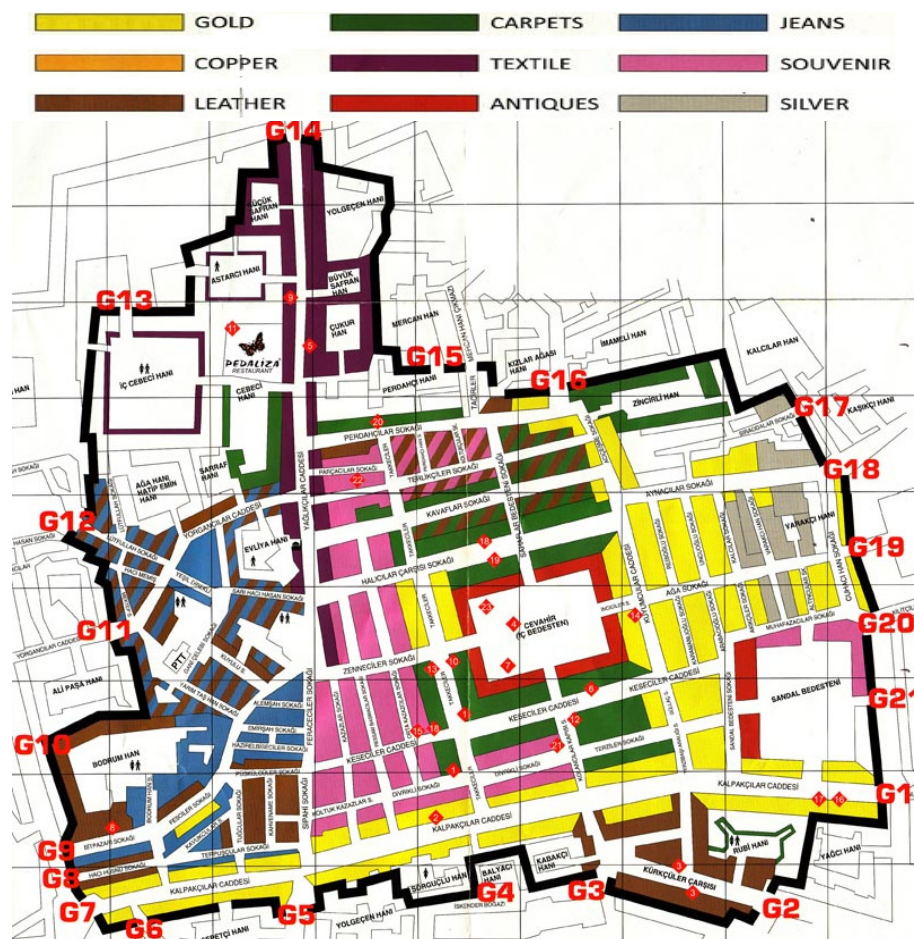


Figure 2.14: The land use of the Grand bazaar, Turkey (Source: <http://www.mygrandbazaar.com/the-history-of-grand-bazaar/>).

According to EDGÜ et al (2012), comparison between bazaars in Turkey and Iran shows that in most cases, traditional Islamic shopping spaces are built in time, with expansions in relation to the organic pattern of the city and street layouts. In the Turkish social system, covered bazaars are usually built as a part of a larger complex including hamams and soup kitchens, and are used as a source of revenue for mosques' religious or charitable trusts where the donated assets cannot be turned over to individuals or institutions.

In the Iranian system however, covered bazaars are built by state authorities or wealthy individuals solely for the purpose of commerce, although the latter may also include the aforementioned public amenities. On the other hand, unlike Turkish organizations, having a strong political and/or religious demonstration tradition, Iranian covered bazaars act as a reflection of social indicators.



Figure 2.15: The Grand Bazaar in Turkey. (Source: <http://www.travelwithachallenge.com/Turkey-Istanbul.htm>).

c) Souks in Syria and some Gulf countries

Souk Al-Hamidiya, Syria (figure 2.16) is located inside the old walled city of Damascus. Its current shape was made under the Ottoman Sultan Abd-Al-Hamid, which is why it is called “Al-Hamidieh”. The souk was built in the style of European arcades, the first international style of modern architecture, rather than to the image of the old narrow, dark souks, and with modern materials such as cement and iron

beams (Gharipour, 2012). The souk was built on two floors, with large shops with glass showcases.



Figure 2.16: Souk Al-Hamidiya, Damascus, Syria. (Source: <http://www.1sy.info/total/archives/129>).

Aleppo, Syria, also has one of the largest covered markets (souks) in the world; it extends more than 15 kilometres with shops and small stalls crowding the alleys and the narrow streets. The souk dates back to the 17th century. The shops in the souk of Aleppo are generally built of solid stone and roofed with stone or wood (Starkey, 2012) (figure 2.17).

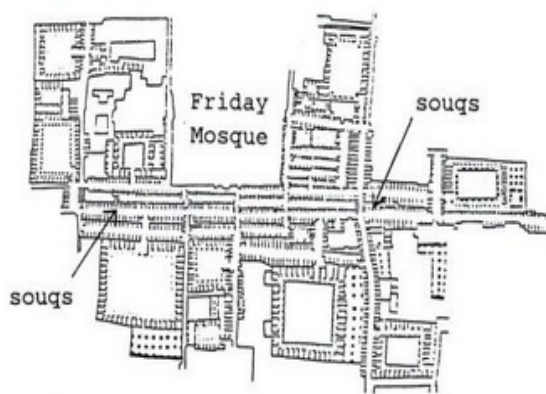


Figure 2.17: Left, Aleppo covered souk plan. (Source: Awad, 1984), right, Aleppo covered souk, Syria
(source: http://www.thesundaytimes.co.uk/sto/news/world_news/Middle_East/article1142050.ece)

In the Gulf countries, traditional souks are varied. They were not simply marketplaces where goods were bought and sold but also sites for fairs along with other social activities.

In Kuwait, Souk Al-Mubarakiya (figure 2.18) is one of the main features of the old city, and has become a landmark symbolising old Kuwait and its heritage. The souk consists of, besides shops, many traditional cafés and restaurants. The roofs are covered to protect the users from the heat of the sun and the rain in the winter. Souk Mutrah in Muscat, Oman, is one of the oldest souks in Muscat, which dates to more than two hundred years. It is considered typical of old Eastern souks, as characterized by narrow, winding alleys and roofed by wood or stone. The shops are distributed on both sides of the alleys to prevent entry of the sun rays inside the souk; for that reason the souk was known in the past as the dark souk (figure 2.19).



Figure 2.18: Souk Al-Mubarakiya in Kuwait. (Source <http://forum.te3p.com/534425.html>)



Figure 2.19: Souk Mutrah in Muscat, Oman. (Source: <http://www.w-oman.net/vb/showthread.php?p=539&langid=1>)

In the United Arab Emirates, Dubai has a large number of traditional old souks which are located in the old parts of Dubai, such as Gold souk, Souk Al-Kabeer, textile souk, Deira covered souk (figure 2.20) and Souk Naif, which is the oldest (though rebuilt) traditional souk in Dubai and is a famous shopping destination for locals and tourists (<http://www.roo7shamal.com/vb/showthread.php?t=6025>).

Souk Naif is otherwise called ‘Cabin Market’, as the shops are of box type and it is situated in Deira. The souk was rebuilt after a fire in 2008. There are 218 shops that are fully air-conditioned and a car park, which can accommodate 100 vehicles. The rebuilt souk has several added amenities such as restaurants, elevators, lifts, coffee shops, municipality offices, toilets, and kiosks (<http://www.atibook.ir/dl/en/Others/Travel-Entertainment>) (see chapter five).



Figure 2.20: Deira covered souk, Dubai. (Source: <http://www.roo7shamal.com/vb/showthread.php?t=6025>)



Figure 2.21: Souk Alarsah, Dubai. (Source: <http://www.roo7shamal.com/vb/showthread.php?t=6025>)

The above section has reviewed the evolution of market places since the early civilisation until the new generation of shopping environments – ‘shopping malls’ – in European countries, and has examined traditional shopping environments in some Islamic and Arab cities. The next section will review the emergence of modern shopping environments in the Arab and Islamic countries and Gulf countries, with particular reference to the UAE. In addition, the following section will focus on the

reasons for the emergence of this type of shopping environment in North Africa and the Middle East.

2.5 Evolution of modern shopping malls in Arab and Islamic countries

2.5.1 From souks to shopping malls

The growth of economic relations with European countries from the seventeenth century; as well as social and political reforms, gradually modified the nature of trade. The growth of international trade enhanced the maritime industry through ports in the Arab Gulf, the Indian Ocean and the Black Sea. The renaissance in Europe was largely indebted to increasing cultural and commercial relations with the orient and a consequent change in Europeans' understanding of the world. The influence was reciprocal: trade relations with Europe impacted on the design of new hotels and souks in neighbouring areas. The process of industrialization in the nineteenth century promoted agricultural economics in less advanced areas of Islamic world. It made the souks self-sufficient shopping places for products crafted in urban factories, and souks no longer had to rely on foreign products that were usually more expensive and risky to trade (Starkey, 2012).

In colonized countries of North Africa, Europeans built new shopping malls to organize trade in societies. For instance, between 1916 and 1923, French colonial administrators in Morocco legally designated Fez al-Jadid, as a Europeanized zone for new shopping centres to prevent the Old City from turning into a modern French city. Modern rulers in the Middle East tried to regulate the economy by controlling guides and prices. Modernity also threatened the significance of the souk and diminished its centrality and concentration in terms of form. The old narrow alley of souks gave way to new, wide streets to accommodate motor vehicles. Supermarkets and commercial malls were constructed in close proximity to souks and bazaars, threatening their monopoly. The new shopping malls, however, were completely different in nature from old souks (Gharipour, 2012).

After 1960, several shopping malls were constructed beyond the conventional souk territories, resulting in decentralized trade in cities. In the city of Isfahan for

example, the old gardens along the main axis within the city were replaced with a series of shopping malls as well as individual stores to cater for increasing waves of tourism in Iran. In Turkey, traditional shopping spaces have started to transform along with the importation of contemporary shopping centres, which is one of the recent building types in Turkey emerged after 1980s. Thus, traditional shopping spaces have gradually failed to keep their salient spatial features during this transformation (Gharipour, 2012).

The formation of these modern malls and shopping centres, especially in the last two decades, has allowed people to purchase clothing, furniture, and other items without any need to go to the traditional souks. It has also resulted in the creation of a new and different commercial culture, which gradually affected the cultural context of the souk. The process of Europeanization resulted not only in decentralizing the souk, but also in changing the traditional trade culture and providing a social space for the new generations, which did not culturally connect to the souk for socializing. According to Gharipour (2012), the concept of souk changed dramatically. In some societies, the souk was a potential source of resistance against modernism. Contemporary government have directly or indirectly attempted to weaken this influence by modernizing shopping centres.

Modern malls in Middle Eastern and North African cities are sources of civic pride for residents and adhere to an upscale westernized idea of shopping. While some upper-class souk merchants still hold the monopoly over luxury goods, many malls are becoming luxurious versions of souks. However, many people of middle and upper class status still prefer traditional shops where their families have longstanding relationships.

2.5.2 Shopping malls in Gulf countries

The built environment of Arab cities in the Middle East has undergone major transformations, where the last two decades have witnessed numerous scientific achievements that have resulted in significant fundamental changes to architecture. The shopping mall is a new phenomenon, which has reached most Arab countries, most noticeably in the Gulf countries. Shopping malls emerged in the western

countries and transferred to the Middle East (Eldemery, 2009). In fact, by the early 1970s the oil states in the Arab Gulf came to enjoy tremendous wealth, manifested not only in the accumulation of huge capital surpluses but also very high incomes enjoyed by the citizens (Scoppetta, 2007).

Relatively modern buildings were constructed during the early phase of development in Kuwait and Qatar. The retail sector in Kuwait has experienced a significant growth, mainly during 2007-2008, as a result of the strong demand by youth and the rich population. In addition, the development and expansions of shopping malls along with the entrance of 29 international retailers during 2008 supported the growth in this sector.

The Middle East Retail Sector forecast for 2013 identified Saudi Arabia and the UAE as the markets with the most potential and dynamic retail sectors in the region. These two markets have sustained their dominance within the retail landscape for more than a decade (SACHA ORLOFF GROUP January 2012). Currently, Saudi Arabia is witnessing an accelerated increase in retail business and shopping centres especially in its main cities. The capital city Riyadh has around 150 shopping centres (Alqahtani, 2011).

Thirty years ago, the UAE was one of the least developed countries of the world. Today, it has achieved an income level comparable to that of the industrialized nations. The UAE did not pass through the hypothetical development 'stages' that most developed countries seem to have experienced. Rather, its large oil revenues have allowed her to leap these stages to the stage of high mass consumption. Massive oil revenues have enabled the UAE to short-cut the usually difficult and lengthy process of saving and capital accumulation necessary for economic development (Shihab, 2002).

Dubai as one of UAE's Emirates has not grown organically or at a rate viewed as normal in other parts of the world. Many of the areas, building and shopping malls did not exist 10 years ago. Essential to Dubai's strategy to encourage foreign investment by foreign companies were its liberalization and the attractiveness of its image. In 2007, London market research company Mintel, reported that Dubai had emerged as the top luxury shopping break destination with the UAE market growing by 46% (Travel and Tourism News, December 2008). Regional super malls have

become a common feature of the Dubai landscape, with many offering the complete shopping experience through various entertainment aspects (Sullivan, 2010).

Dubai as a city of shopping destination, it is accommodate a lot of shopping malls, such as Ibn Battuta mall, Emirates Mall, Deira City Centre ,etc. (figure 2.22 &2.23), as well as the biggest shopping mall in the world (Dubai Mall) located in Dubai (see chapter five).



Figure 2.22: Ibn Battuta shopping mall, Dubai. (Source: <http://wikimapia.org/4539063/ar/Mall-Of-The-Emirates>)



Figure 2.23: Emirates Mall, Dubai. (Source: <http://wikimapia.org/4539063/ar/Mall-Of-The-Emirates>)

Following this review of the historical evolution of souks and shopping malls, and before reviewing the literature on shopping environment and shoppers' behaviour,

the following section sets out the general similarities and differences between souks and shopping malls.

2.5.3 Comparison of the general characteristics of souks and modern shopping malls

To help understand the physical characteristics of Souk Naïf and Dubai Mall and conduct the analysis of the shopping environment within the two shopping places which will be presented in chapter five, this section compares the general characteristics of the souk and the mall by comparing their location, layout, facilities, interior and exterior design and façade. Table 2.1 shows the general characteristics of the souk and the mall, which are:

Location: Traditional souks have occupied the same location in Islamic cities. They were always located in the centre of the city around or close to the Friday mosque. The location of the souk in relation to the Friday mosque was not random. In cities of pre-Islamic origin, the relationship of the souk to the Friday mosque was coincidental to the relationship of the classical market street and temple site (Awad, 1989). On the other hand, most modern malls are in the outskirts of the city, especially after the availability and variety of means of transportation that facilitate access to the mall.

Layout: Two patterns of souk's layout can be identified: linear souks and network of souks. The linear one consists basically of one major route with shops on both sides. It usually extends from the Friday mosque to the main gate or opposite gates linking the other supporting facilities, which are normally located along the spine. The second is a city in miniature, like the souks of Aleppo and Tunisia, consisting of dozens of streets intersecting at right angles. Unlike the linear souk, shops are here clustered either back to back along a common party wall, or around a linear space utilized for various purposes (figure 2.24).

The height of each souk is in proportion to its width; usually the height is twice the width. The primary souks, which normally connect the major gates to the souk area, are usually wider, longer, and higher than the secondary lanes. The minor lanes, in

most cases, do not progress exactly perpendicularly, but rather deviate to the right or left and disappear around blind bends. The idea behind that is that it seems to reduce conflict of traffic to a minimum.

Every stall in the souk is an architectural envelope tailored to the needs of the inhabiting human, granting him protection and identity. A noticeable feature of shops in the main thoroughfares is their relatively narrow frontages. The size of each shop depends on the kind of merchandise it contains. The gold and jewellery shops for example are very small. Very often shops would be no more than three metres wide, enough for a shopkeeper to be seated at his work and to have most of his products on sale within easy reach. The flooring was usually raised 2 or 3 feet above the ground level and was frequently extended into the street by a bench. Each shop advertises its goods at the vendor's discretion, every available wall surface being used for displaying goods (Awad, 1984).

On the contrary, the physical layout of the mall is in general complicated. According to Coleman (2006), the simplest organisational layout sets out the circulation space and shopping accommodation in a linear arrangement between two anchor elements. These layouts are referred to as a dumb-bell, and connect between two points defined by the anchors. This simple arrangement can be varied by one or more points of punctuation formed by node spaces (focal spaces). The node space can be used to introduce an angle into the layout or to accommodate the interconnection of an adjoining circulation rout. The node space may also be used to locate elements of vertical circulation. The total length of horizontal circulation space may use node spaces to organise the circulation space into identifiable areas and lengths of shop front (see figure 2.25).

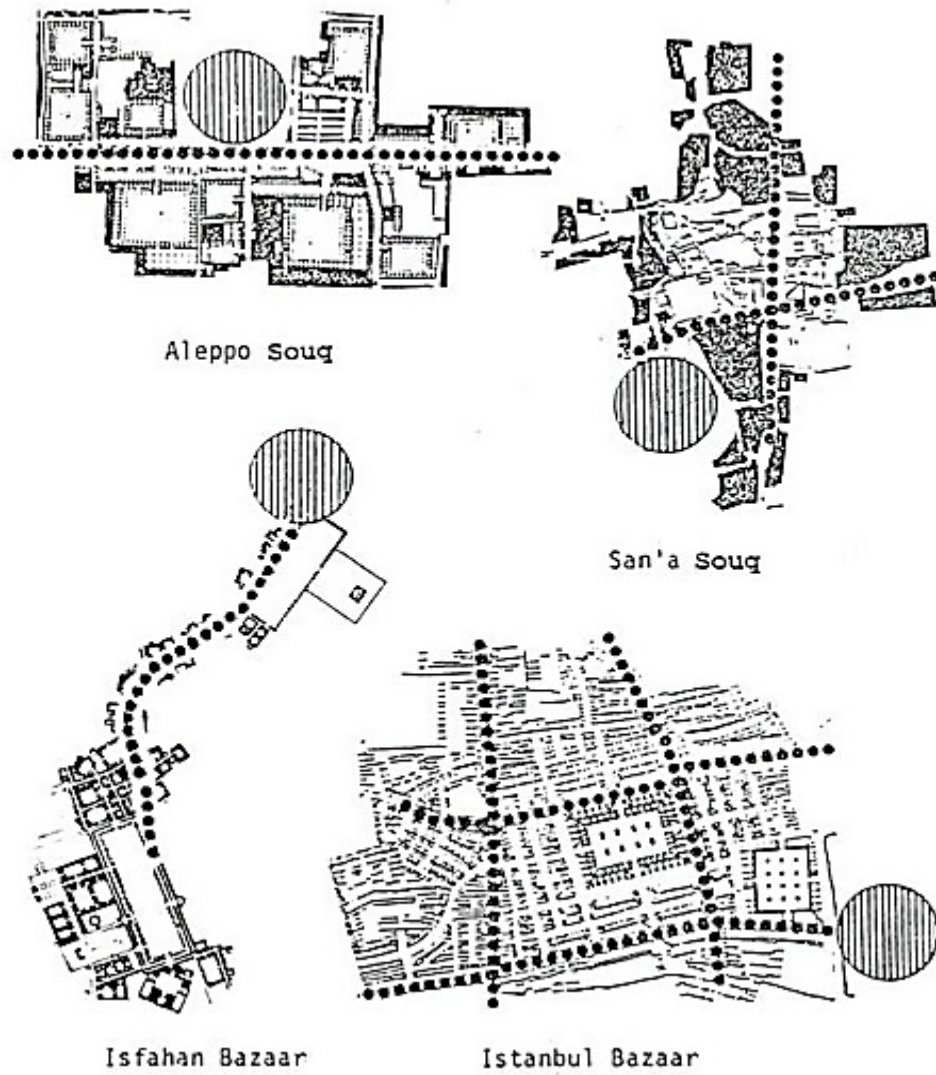


Figure 2.24: Different forms of souks. (Source: Awad, 1984)

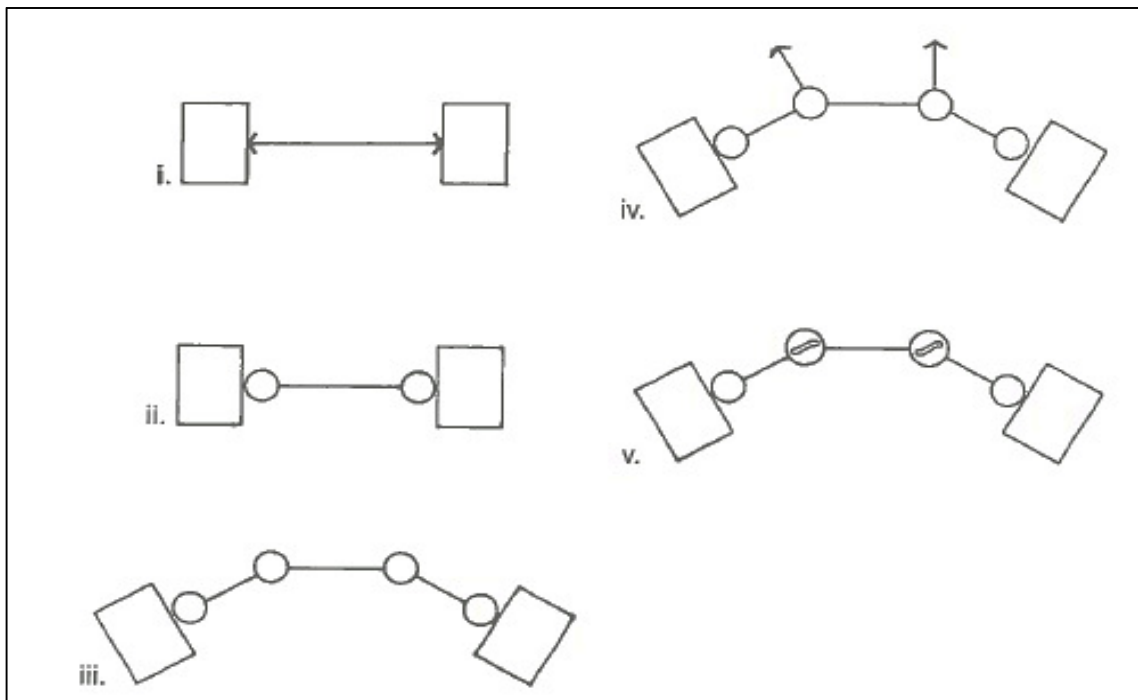


Figure 2.25: Types of shopping malls plan. (Source: Coleman, 2006)

- Facilities:** the traditional souk, compared to the modern mall, has no entertainment facilities such as restaurants, cinema, etc. whilst malls have a variety of services such as café shops, sitting areas, cinemas, children's play areas, parking, etc.
- The interior and exterior:** the interior design of the souk is based on the local architecture and rich in traditional architecture elements. The souk tends to be isolated on its external boundary, with no visual relationship between inside and outside the souk to protect it from the weather. The shops in the souk are generally built of solid stone and roofed with stone or wood. Being built of stone, the souk was secure from damage by fire. The shops, which are placed either in recesses of the wall, or formed of wooden sheds projecting from it, are ranged on each side upon a stone platform two or three feet high. In many old souks, these shops are so confined as barely to leave room for the shopkeeper to display his wares, and for himself and one guest to sit conveniently. The buyers are obliged to remain standing outside, and when opposite shops happened to be in full use, it is not easy for a passer-by to make his/her way through the crowd. Building techniques and design in the souk and

bazaar can be seen as a response to microclimatic conditions. For example in the covered bazaar, high walls and surrounding gardens all formed part of an integrated urban texture. The walls of the narrow alleyways kept out the hot sun and dust.

On the other hand, the mall offers a luxury interior atmosphere through the types of materials, colours, plants, music. The interior design of the mall is diverse in terms of its internal spaces, ranging from open space to enclosed space. Thus, the physical form of the building can differentiate a type of shopping mall. For example, in its simplest interpretation the difference between an open and an enclosed space can make fundamental differences to the qualities of the environment. In addition, the main characteristic of shopping malls is that they create highly controlled environments. Developers take extreme measures to ensure the security of shoppers through the installation of high security techniques like personal monitoring, CCTV cameras and other means of control.

- **Façade:** the façade of the souk is often simple with small openings on the walls. The apparent structural skeleton with rough finishing to the walls is one of the features of most souk façades (Awad, 1984). In comparison, the facades of the malls are more complicated, using modern architecture elements and different types of finishing. The façade provides open areas to make a contact between inside and outside the mall. Most mall buildings exceed one floor in height.

Characteristics	Souk	Shopping mall
Location	<ul style="list-style-type: none"> - The traditional souks are located in the centre of the city, close to the mosque. 	<ul style="list-style-type: none"> - Shopping malls are located on outskirts of the city.
The Physical layout	<ul style="list-style-type: none"> - The urban layout is not complex. - Shops more than open areas. - Open or covered, straight or winding narrow paths and the shops distributed on both sides. - Most souks have an open space located in the middle, usually used as a place for social activities. - Compared to the mall, the size of the souk is not big and usually is one storey. 	<ul style="list-style-type: none"> - The physical layout of the shopping mall in general is complicated. - Open spaces more than shops. - The corridors are long, wide, and provide places to sit and relax. - Huge size.
Facilities	<ul style="list-style-type: none"> - No entertainment facilities, little parking. 	<ul style="list-style-type: none"> - There are a variety of facilities such as cinema, restaurants, café shops, seating areas, parking, etc.
The exterior and interior	<ul style="list-style-type: none"> - Traditional souks are isolated from their external surroundings, with no visual relationship between inside and outside. 	<ul style="list-style-type: none"> - Luxury atmosphere. - Visual relationship between inside and outside through glass windows/walls. - Air conditioning offers a comfortable atmosphere.
Façade	<ul style="list-style-type: none"> - The façade is simple and rich with traditional architectural elements. - The apparent structural skeleton with rough finishing is a key feature of most souk façades. - Most souks do not exceed one or two floors. 	<ul style="list-style-type: none"> - The façades of the mall are more complicated compared with the souk, using modern architecture design elements and new materials such as concrete, glass, etc. - Most malls exceed one floor.

Table 2.1: A comparison between the souk and shopping mall. Source: author

2.5.4 Summary of the evolution of shopping environments

Shopping is an economic activity essentially relating to the consumers' spatial behaviour in a built environment. Shopping has gained a role of identity purchasing as well as providing needs and social interaction. Religion and commerce were intertwined in the ancient world and markets were built close to places of worship. For example, during the Roman era in Damascus, markets were found south and east of Jupiter's temple (where the current Umayyad Mosque is located), a practice typical in Roman cities. During the Islamic period, the area around the mosque became the major commercial and political centre.

Traditional shopping environments emerged from the needs and behaviours of people over time. They are generally not designed environments; there is no specific design theory or strategy for traditional shopping environments (Lekagul, 2000). Traditional marketplaces were always described by the literature as important elements of places and public space.

The souk as a traditional shopping space in Arab Islamic cities has always accommodated a great cross-section of commercial activities in urban life. As time passed, it became an inseparable part of each city and the place for exchange of commercial goods from near and far off places. The history of the souk and urbanization are interrelated to each other and in fact, no Arab Islamic city can be imagined without a souk. The function of a souk was not only shopping but also as a production place and centre for exchange of news and information; those functions were parted from the residential areas. One of the most important town planning rules in Muslim cities was, and is, to hinder views from the public parts of the city to the very private retreat of the residential areas.

The bazaars of Islamic cities are among the greatest products of the Islamic civilization, which were without any counterpart in the ancient east, as well as in Greece, ancient Rome or the Europe of the Middle Ages. The souks illustrated the social production of space, or the social, economic, ideological factors that create a physical setting and are only rendered meaningful to users through the social construction of space, or through the ways in which space is experienced and interpreted. The building of the souk was predicated on physical factors that determined the shape, location and types of commercial activity.

On the other hand, shopping malls have significantly changed since their emergence to date. The first shopping malls were radical, not only in scale, but also in their underlying ideology, which set out to create civic centres. They are advertised as both shopping and recreation centres. An added advantage of the shopping mall is that all merchandise, entertainment such as a theatre or amusement park, food, services and atmosphere in the mall are all available under one roof and it is environmentally protected. Shopping malls have been so successful, that they have been effectively assimilated into the environment and are now simply taken for granted. Little, however, has been written about the evolution of shopping malls in the Arabian context, even though most Arab countries have witnessed the emergence of modern shopping malls due to the discovery of oil and improvement in people's quality life, especially in the Gulf countries and in Dubai particularly, which has the big shopping mall in the world till now.

The two different types of shopping environments have an effect on shoppers' behaviour. To understand this, the next part of this chapter will review studies on shopping environments and how these environments affect shoppers' behaviour.

2.6 Introduction to the historical development of shopping environments in Dubai, UAE

The UAE was formed in 1971. A Supreme Council of Rulers governs all emirates; however, each emirate is still largely independent. Sheikh Zayed, president of Abu Dhabi, saw over the initial export of oil and recognized the importance of building healthcare and education systems in the area of 'United Arab Emirates'. The UAE grew very quickly as their oil production boomed. The United Arab Emirates is one of the largest oil producers in the world, they have used oil revenues to create a very diverse, and unique economy. Dubai is considered a hub for global finance, trade, and tourism.

Being one of the fastest growing cities in the world, Dubai constantly strives towards growth and development. This is obvious in the following statement from the official website of the Dubai government:

‘With Dubai’s strategic location at the centre of the earth and between the three great continents of Europe, Asia and Africa, Dubai is an ideal option for establishing a new business, relocating your regional headquarter, open a new branch or become part of the new dynamic clusters that are the engines driving Dubai towards rapidly becoming a knowledge economy’ (<http://dubai.ae/en/pages/default.aspx>)

Under the authority of Mohammed bin Rashid Al Maktoum, Dubai is in the process of being changed from an virtually uninhabitable desertscape into a dreamscape of hyper-modern architectural wonders denoting luxury, fantasy, leisure and what local expats call ‘supreme lifestyles’. The stated reason for turning the desert into an oasis of free trade zones, malls, theme parks, hotels and skyscrapers is that Dubai’s rulers recognize that the wealth they derive from their oil has an expiration date.(DiMuzio,2010).

According to DiMuzio(2010) the government of Dubai not only shaped growth, progress, and development of the Emirate of Dubai , but likewise play a role in the rapid speed of this development. From being a small trading centre just some decades ago, Dubai has developed into an entertaining, flamboyant, ostentatious and to some surreal metropolis of the 21st century. Oil creating Dubai’s present status, the government not relying on oil reserves and transformed Dubai into a tourist and commercial centre.

According to Singh et al (2013), the UAE retail sector is expected to grow by 33% from an estimated \$ 31 billion in 2011 to \$ 41.22 billion in 2015. Successful marketing campaigns promoting Dubai as a global shopping hub and leisure destination have driven the developmental activities. The UAE boasts of a cosmopolitan population comprising of people from across the globe. Of the total UAE population, Emiratis account for only 20% while the rest are from South Asia and Europe. A large proportion of these expatriates are employed in aviation, commerce, construction and tourism, which enjoy comparatively high net worth. The consumer segment is fuelling retail sales and encouraging new market players for more developments. Average spending power of a UAE household stands at \$14,400 per annum. Emirati households contribute significantly to this with an average of

\$23,000 per annum while Asian households spend \$10,000 per annum on an average (Singh et al, 2013).

The emergence of Dubai as a commercial centre is dated back to the beginning of the 19th century, but since the past Dubai has had traditional souks located on the creek. The city was a small coastal village, which gradually began to grow. Due to the more recent fast economic growth since the late 20th century, shopping malls emerged in Dubai. These malls offer much more than just comfortable spots to buy goods. The more recent ones to open have become attractions in their own right, offering mini city centres in a place without a dedicated hub. Most come littered with cafés and restaurants, and often with a whole host of enormous indoor entertainment features.

The Dubai Mall, the biggest mall in the world, for example, includes a giant aquarium, ice-skating rink and theme park inside, and sits next to the Burj Khalifa, the world's tallest tower. Another huge centre, the Mall of the Emirates, features a vast indoor ski slope (<http://www.simonseeks.com/shopping/middle-east>).

The following sections will shed light on Dubai and its historical development, the economics of Dubai, and the shopping environment of the traditional souks and modern shopping malls in Dubai.

2.7 Introduction to Dubai

2.7.1 Location of Dubai

The UAE is a federation of seven emirates, namely Abu Dhabi, Dubai, Sharjah, Ajman, Umm Al Qaiwain, Ras Al Khaimah and Fujairah (figure 2.26). Abu Dhabi covers the largest area, while Dubai constitutes the second largest emirate with 3,885 square kilometres of the all-in-all 83,600 square kilometre large country. Dubai's urban form is unique in the Gulf region as it is divided by a creek (khor Dubai), separating three settlements that over time merged into one city: Deira to the north, Al shindagha and Al Bastakiya in Bur Dubai. It is also the most urbanised, with more than 95% of its total population living within the main urban area boundaries. Dubai is the centre of trade, commerce and tourism in the UAE. It is also the leading

entry port to the region. Dubai's coastline stretches about 72 km along the southern shores of the Arabian Gulf (Williams et al, 2011).



Figure 2.26: Map of UAE, showing the location of Dubai. (Source: Williams et al , 2011)

Dubai has attracted attention and developed immensely in the recent years, however, the city and emirate of Dubai has a long, traceable history many years back. Culturally, Dubai is an Islamic state where the official language is Arabic. Geographically, Dubai, part of the United Arab Emirates (UAE), is situated on the north eastern part of the Arabian Peninsula bordered by Saudi Arabia to the south and west and Oman to the east and north.

2.7.2 Demographics of Dubai

Many of the current population living within the present-day borders of the United Arab Emirates are descendants of Bedouin tribes, organized into a number of independent principalities (or emirates). Most have been ruled by a family from the 1800s until the present time. Starting with the signing of the Perpetual Maritime Truce treaty in 1835 (to limit piracy on the seas), there has been a close link between Britain and the sheikdoms of the current-day Arab Gulf (Nyarko, 2010).

The populations of this region were small until the late 1950s, as were the economies; principal activities were pearl trading and general trade of merchandise. The pearl trade took a beating during the Wall Street crash of 1929, and later with

the introduction of Japanese cultured pearls, these were sleepy places until the discovery of oil in the late 1950s and early 1960s. In 1968, when the British terminated the treaty among the Gulf sheikhdoms, negotiations were begun among the sheikhdoms to form a union. (Fosu, 2013).

Sex	Number	%
Male	1,602,925	76.12
Female	502,950	23.88
Total	2,105,875	100.00

Table 2.2: Population of Dubai, 2012 according to gender. (Source: Dubai Statistics Centre, 2013)

Age Group	Male	Female	Total	%
0-4	42,059	36,154	78,213	3.10
5-9	44,470	36,567	81,037	3.85
10-14	43,935	36,904	80,839	3.84
15-19	40,971	37,049	78,020	3.70
20-24	153,176	61,413	214,589	10.19
25-29	332,761	77,844	410,605	19.50
30-34	338,273	73,965	412,238	19.58
35-39	259,820	54,527	314,347	14.93
40-44	159,123	37,029	196,152	9.31
45-49	93,856	22,477	116,333	5.53
50-54	55,334	14,291	69,625	3.31
55-59	24,196	6,786	30,982	1.47
60-64	8,112	3,348	11,460	0.54
65-69	3,010	1,908	4,918	0.23
70-74	1,755	1,328	3,083	0.15
+75	2,074	1,360	3,434	0.16
Total	1,602,925	502,950	2,105,875	100.00

Table 2.3: Population of Dubai in 2012 according to the age group. (Source: Dubai Statistics Centre, 2013)

As shown in table 2.2 & table 2.3, the gender and age structure of Dubai population is considered as unbalanced (unnatural). This unbalanced structure is ascribed to the large proportion of foreign workers, most of which are working-age males in particular, which is a result of rapid economic growth witnessed by the emirate. This is shown clearly by figure 2.27, which displays the population pyramid of Dubai at the end of 2012.

In addition, about two thirds of the population are concentrated in the 20-39 age group where the 30-34 age group has the highest number of individuals (412,238), which represents 19.58% of total population, followed by the 25-29 age group with 410,605 individuals and a percentage of 19.50% of the population. Moreover, the 35-39 age groups come in the third place with 314,347 individuals and a percentage of 14.93% of total population.

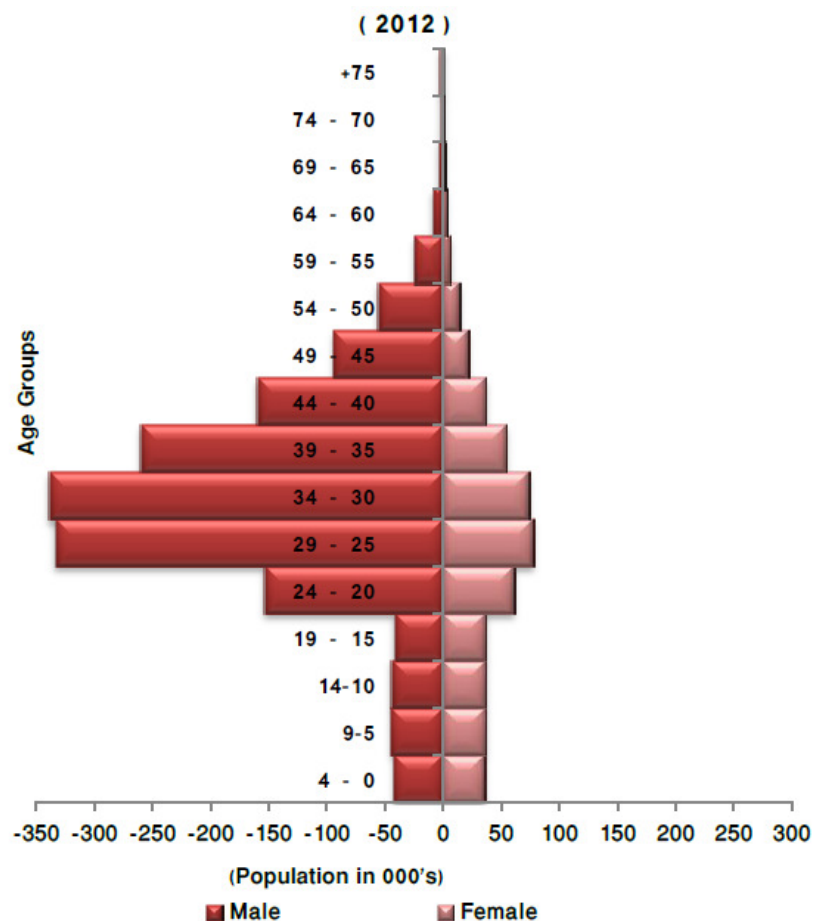


Figure 2.27: Population of Dubai according to the age group. (Source: Population Statistics Section, Dubai Statistic Centre, 2013)

Dubai, as most of the Arab Gulf cities, relies heavily on foreign labour mainly from the Middle and Far East. According to the Dubai Statistics Centre, foreigners make up nearly 85% of the population of the city (Salama, 2009). Dubai stands out as an economic and business hub for the whole world. Dubai has established itself as one of the fastest growing states, as a preferred economic city for global trade, commercial transaction and a tourist hot spot for the whole world. Such key factors have proved the main impetus to the Dubai construction industry, which in turn has attracted workers from many countries. However, these workers, though contributing heavily to Dubai's growing need to develop physical infrastructure, are mostly less educated, unskilled and mainly come from the sub-continent such as India, Pakistan, and Bangladesh (Al Hashemi, 2011).

Country of Birth	Population	Foreign Born %	Total Population %
India	538,560	51%	42.34%
Pakistan	168,960	16%	13.28%
Arab (from SW Asia and North Africa)	116,160	11%	9.13%
Bangladesh	95,040	9%	7.47%
Philippines	31,680	3%	2.49%
Sri Lanka	19,008	1.8%	1.49%
Europe	11,616	1.1%	0.91%
USA	3,168	0.3%	0.25%
Other Countries	71,808	6.8%	5.65%
Total Foreign	1,056,000	100%	83.02%
Total Population	1,272,000	-	-

Table 2.4: Population of foreign people in Dubai, 2012. (Source: Dubai statistic center, 2013)

2.8 Historical Development of Dubai, UAE

To understand Dubai's modern history since its founding in 1833, one must go further back in time to explore the regional history that frames its foundation.

The history of Dubai has witnessed its drastic transformation from a small coastal stopover for boats travelling between Persia, India, China, and East Africa, to the largest market in the Middle East, and arguably, the world. While Abu Dhabi was blessed with immense and wildly valuable oil reserves, Dubai has found its wealth through a different, if not more cunning, industry. Under the steady leadership of the Al-Maktoum family, the emirate of Dubai grew stronger and more stable as the 19th century progressed (Al Zahed, 2008).

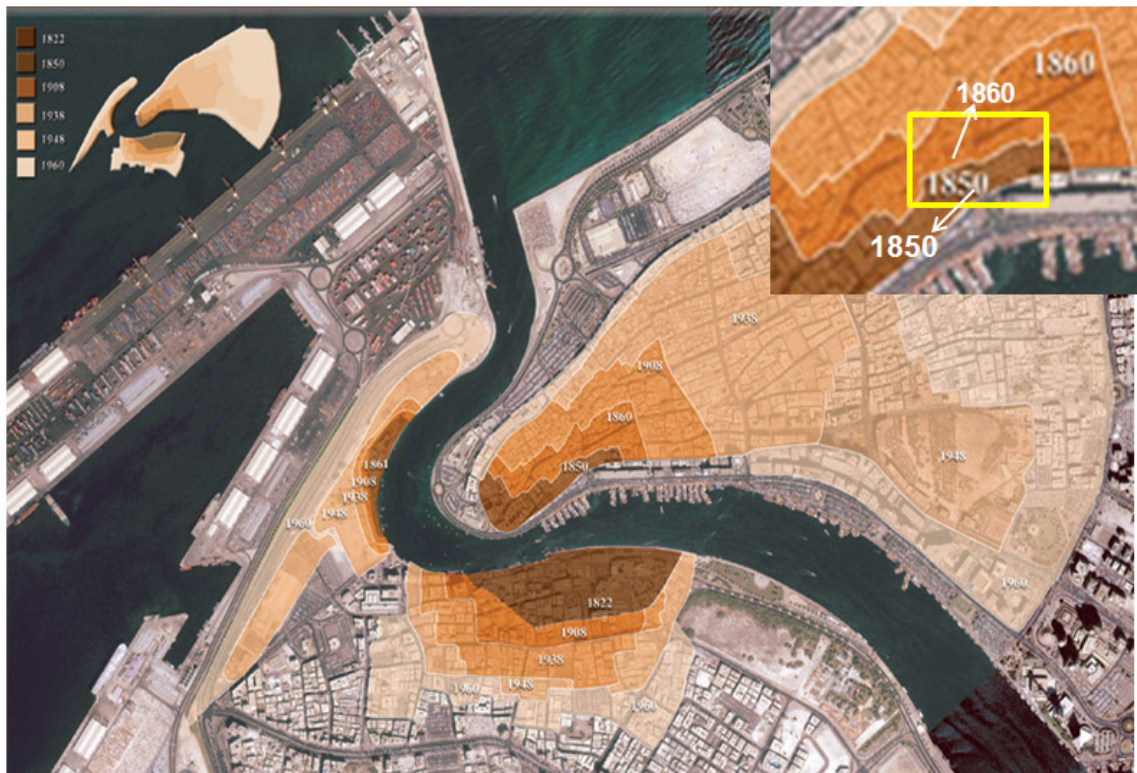


Figure 2.28: Stages of development of Dubai. (Source: Municipality of Dubai)

The oil discovery in 1966 has steadily accelerated Dubai's urban growth. Dubai faced different urban development periods through its history. In 1799, the city, which then was over 300 years old, began its urbanization process. One of the

important periods in the urbanization history of Dubai was the British colony period in the 19th century.

A general peace agreement was signed with the British for the period of 1820 until 1833; during that time the current ruling family – Al Maktoum – settled in and ruled Dubai. Accordingly, the urban development was planned and directed according to the ruling family's visions. The Sheikhdom of Dubai was formally established in 1833 by Sheikh Maktoum bin Butti Al-Maktoum when he persuaded around 800 members of his tribe of the Beni Yas, living in what is then the Second Saudi State and now part of Saudi Arabia, to follow him to the Dubai Creek by the Abu Falasa clan of the Beni Yas (RCSC Study Tour Dubai & Abu Dhabi, February 2013).

Given its position as a regional trade hub since the late nineteenth century, Dubai played an important role in mediating trade of goods between East India companies and the rest of the world. Starting off as a collection of small fishing villages alongside the creek, Dubai by 1850s had developed into a settlement of merchants participating in development of the world's second largest pearl industry in the Gulf. In 1892, an agreement was signed with the British, which determined their urban presence in Dubai until 1971, when the city gained its independence and began a new period of urban development (Elsheshtawi, 2004).

In 1903, the Sheik of Dubai abrogated taxes on visiting traders, making it financially the most appealing exchanging entrance of the Gulf. Since this turn of the century decision, Dubai has reliably given economic incentives to provincial traders and shippers setting off the city's social and physical change. It also permitted the immigrating merchants from Iran and India to define the architectural character of the emerging town (Rab, 2010).

The historical district of Al Bastakiya in Bur Dubai was developed by the Persian merchants who moved from the other side of the Gulf and made Dubai their new home. In 1939, the pearl industry collapsed under the pressure of the world economic depression and simultaneously, the exploration for oil began. Though the 1940s and 1950s were decades of turmoil in Gulf Trucial States, Dubai continued to develop at a fast pace. The 1960s and 1970s in Dubai were decades of first rapid growth fuelled by oil revenues and directed by decision of the emergent public authority of Dubai Municipality (DM). In 1993, the DM structure plan revealed the

public sector's desire to expand the city into a metropolis of two million inhabitants and 5 million visitors by 2012 (Ramos, 2010).

Dubai in the 1990s made room for reasonable development with plans to move inland and occupy the vast and uninhabited desert for the steadily growing population of expatriate immigrant workers, some of whom were likely to integrate through marriages into local Emirati families.

In 2002, all of a sudden the foreseen development in the DM Structure Plan was considered excessively restricted in its scope and scale. The changed vision included new islands on recycled water to expand area and waterfront properties by recently shaped private improvement organizations like Nakheel and Emmar. The amazing shift in strategy was to regulate urban development on the Gulf water, expanding Dubai's short coastline from a mere 45km to around 1500 km (Rab, 2010).

Dubai, in the same way as any developing city, is investing in the construction of infrastructure and architectural icons built on exploited immigrant labour. New architecture both innovative and imitative is actively used in announcing a rapid shift in Dubai's development strategy. Architectural and urban development in Dubai help the making of a global hub through defined public spaces for 180 nationalities that call Dubai home (Rab, 2010).

Merchants from distinct cultures and religious background countries played a fundamental role not only in the economic affairs of Dubai but also in reforming its political and physical structure of the city (Denicola, 2005).

From above, four main phases of urban growth can be identified in Dubai:

- Period from 1900-1955

According to Pacione (2005), this was a period of limited physical expansion and slow growth as a result of a minor increase in population and restricted economic growth. During that time Dubai, with a population of 10,000, was divided into three districts:

- **Deria:** considered as the main commercial centre, it included 1600 houses and 350 shops; the majority of its inhabitants were Arabs and Persians.

- **Al Shandagha:** considered as the main residential area and mainly the earlier residence of the ruling family, it consisted of 250 houses with no shops and with Arab residents only.
- **Bur Dubai:** considered the smallest of the settlement areas, it included 200 houses and 50 shops with the domination of Persians and Indian merchants.

- Period from 1956–1970

During this period, when oil was found in Abu Dhabi and Dubai in the 1950s and 1960s, respectively, and the British announced their withdrawal in 1968, the UAE, as we know it today, started to take shape. In 1971, after negotiations between the sheikdoms of the southern part of the Gulf, the UAE was founded on British initiative. Complete independence became a reality on December 2nd 1971. Abu Dhabi and Dubai were to carry the most weight in the federation, however, leaving the rulers of the remaining states mainly autonomous. Sheikh Zayed became the ruler of UAE, while Sheikh Maktoum bin Rashid Al Maktoum, the ruler of Dubai, became vice-president (Elsheshtawy, 2004).

It was acknowledged during this period that an official institutional structure was needed to control future urban growth. The municipality of Dubai was established in 1957 to manage and coordinate the municipality's services under the guidance of the city council whose members were among the leading merchants. This period of compact growth depended on the master plan of 1960s that had been prepared by British architects for the provision of a road system, design of a new town centre and zoning of the town into variety of land uses (Elsheshtawy, 2004).

- Period from 1971-1980

During this period, the urban area extended hugely because the emirate has more capital at its disposal, as well as after discovering the oil, numerous of projects were planned like improve the current roads, build tunnels and bridges in addition to industrial and residential areas. At this period also, financial, business and administrative centres were established in different parts of the city (Fazal, 2008).

During this period, the eastern area of the creek (Deira) was developed into the administrative centre and the major business banking area for the city, a main area

for shopping and handling coastal activities, and the international airport, while on the other side of the creek, the world trade centre landmark building was located, and the main container harbour was developed (Ortega, 2009).

- Period from 1980 to present

Today, Dubai is the third most important re-export centre in the world after only Hong Kong and Singapore. Dubai Properties, a member of Dubai Holding, is the world's fastest growing global real estate development investment firm (Bagaeen, 2007).

It was at the end of the twentieth century that Dubai started to work on attracting foreign investment, knowing how significant its natural harbour located on the Arabian Gulf is in linking the ancient trading routes between the far East and the far West, turning into a trading city (Abulqasim, 2008).



Figure 2.29: Sheikh Zayed road in 1980 and in 2012. (Source: <http://www.dubainight.com/mag/dubz/dubai-1980-2012,28,8929.html>)

Dubai's property market experienced a major deterioration in 2008–2009 as a result of the worldwide economic downturn following the financial crisis of 2007-2008. However, Dubai has made a steady and gradual recovery with help coming from neighbouring emirates. Dubai invests heavily on infrastructure, including upgrading

of the road system and a public transport system. As part of it, an extensive metro system is being built, of which the first two lines have been opened in 2009 and 2011. One line runs more or less parallel to the coast and the main road artery, while the second one goes around Dubai city centre.

On the back of improving sentiment and stronger fundamentals, a series of new large-scale projects have been announced. One of the most significant is Mohammad Bin Rashid City (MBRC) to be developed jointly by Emaar and Dubai Properties. This new city will include the world's biggest shopping mall (Mall of the World), a Universal Studios franchise, hotel facilities and a large public park. It is designed to attract 35 million visitors annually. (RCSC, 2013, p.14)

By 2012, Dubai considered the 22nd most expensive city in the world, surpassing London (25th). Dubai has additionally been evaluated as one of the best places to live in the Middle East. Most configurations through establishment: sub-franchisee agreements with expert establishments in Russia, Turkey, or UAE.

Another mega project that has been announced recently is an AED 10 billion entertainment complex in Jebel Ali, featuring five theme-parks. The project will be developed by Meraas and the first phase is due to be delivered by 2014 (RCSC, 2013).

2.9 Economic development of Dubai

Oil was discovered in the United Arab Emirates (UAE) just 50 years ago. During that time, UAE has been able to transform itself into a rapidly modernizing country, which is fast becoming a major economic hub and a key player on the international economic landscape (Nyarko, 2010).

Dubai has tremendous shopping malls because of that Dubai seeks to be the major destination for shoppers from different parts of the world, furthermore Dubai hosts numerous of sporting events.

Dubai's economic strategy is simple, and is, without a doubt, being imitated by others. Perceiving early that oil would run out, Dubai concentrated on turning into the trade and tourism of the district. With its incredible foundation, Dubai additionally created a business environment that pulled a numerous organizations

from outside (Nyarko, 2010). To encourage foreign companies, UAE promotes a comfortable business environment: taxes are minimal; import duties are less than 10 per cent and taxes on some residences and hotel and entertainment services are 5 per cent (Nyarko, 2010).

Economic growth has also been fuelled by private sector participation in developing sectors for which the government has set the stage by establishing a business environment, coupled in many instances with heavy initial investments to boost private sector confidence (Ramos, 2010).

Raju & Mason (2007) showed that other supporting components are supply-side variables, for example, accessibility of work and area for significant land ventures; the presence of productive taxpayer supported organizations; a robust institutional system and great instruments for administration conveyance; strict laws and regulations; astounding base, a key area corresponding with the rapid rise in worldwide trade exchange, particularly in China and India, and openness to different societies, which gave Dubai a good a reputation for being a safe to live and work.

According to Raju & Mason (2007), Dubai gained its economic strength from the following factors:

- **Oil:**

Oil is a substantial sector of the economy of Dubai. Oil is a greatly important asset and the Middle Eastern economy was essentially based on the creation and exportation of oil, which started in the early 1960's. Since discovery of oil Dubai growing rapidly.

- **Tourism:**

Dubai has utilized the extensive oil incomes to put resources into undertakings that advertise tourism in the range. The tourism industry is getting to be more paramount and is, no doubt utilized as a part of request to assemble a national personality for Dubai. Dubai is rapidly making a name for itself in the worldwide group by rivalling Las Vegas for the title of tourism capital of the world. Dubai is home to numerous visitors' destinations, for example, the palm islands and a portion of the biggest high rises on the planet. With the most astounding number of visitors and the most

astounding income for every visitor, it is extremely to see that Dubai has an important hold on the tourism industry.

- International Financial Centre:

The Dubai International Financial Centre opened in 2004 and gives complete budgetary administrations to the district and the world. The Dubai International Financial Exchange opened in 2005; it is the association between the major monetary markets on the planet.

- Shipping

Dubai Port Authority has been ranked amongst the leading and most advanced container ports in the world, which has the capacity of serving more than 125 shipping lines.

- Airlines and Airports

Dubai International Airports have grown from having nine airlines serving twenty destinations in 1969, to be able to accommodate more than 90 airlines and connecting over 140 destinations. A total of thirteen million passengers passed through the airport in 2001.

- Dubai Luxury Retail Environment

Over the past decade, developers and retailers have aligned their growth with the concurrent expansion of the tourism market, which saw the introduction of multiple regional and super-regional developments. As it continues to deepen its tourism offer, Dubai is witnessing a shift in the retail landscape to include new formats of shopping, entertainment, and dining destinations. The new formats include ‘Single Category Destinations’ co-locating in nodes or sub-districts adjacent to established retailing centres (source: <http://issuu.com/a1offers/docs/pages>).

- Dubai is seen as ‘Shopping Capital of the Middle East’.
- Various shopping festivals such as ‘Dubai Shopping Festival’ and ‘Dubai Summer Surprises’ are major contributors to total retail sales.
- Dubai houses 385 luxury brands and stores and hence Dubai’s luxury retail industry has become the primary trading hub in GCC (Gulf Cooperation Council)

with luxury retail sales growing average of 12% per year compared to 7% of the rest of the world (source: <http://www.luxurymovement.com/>).

- Destination malls remain to have the widest market appeal.
- Dubai houses 25 malls with 5 more under construction.
- The five luxury malls are Dubai Mall (world's largest shopping mall), BurJuman Centre, Emirates Tower Boulevard, Mall of the Emirates and Wafi centre (source: <http://www.luxurymovement.com/>).
- The retail market in Dubai is expected to witness a continuation of new global brand penetration.
- In Dubai, demand for shopping mall space is primarily dependant on two factors: population and tourism (<http://prezi.com/iiodj-laehig/copy-of-copy-of-retail-sector-presentation/>).

Apart from these two factors, demand for retail space is also influenced by income levels, consumer confidence, spending patterns and the overall investment climate present in the market.

- The market, based on the existing population in the city, can sustain up to 2 million m² (GLA) Gross Leasable Area, increasing by 5% compared to 2012.
- Repeat visitations in Dubai's malls are higher than other international benchmarks due to several factors including climate and cultural considerations.



Figure 2.30: distribution of shopping malls in Dubai. (Source: www.Colliers.com)

2.10 Shopping environments in Dubai

Dubai is a prominent destination attracting shoppers from all over the world (Singh et al, 2013). Shopping Malls in Dubai face a unique challenge of attracting a diverse set of shoppers that include Emirati customers, Non-Emirati residents of the UAE and tourist shoppers from different parts of the world. In a way malls in Dubai not only compete with each other but also with shopping malls situated in prominent shopping destinations across the globe (Singh et al, 2013).

At the same time, Dubai has many souks, each specialising in a particular type of product. In the late ninth century, souks emerged in Dubai, particularly in Deira and Bur Dubai, which are both overlooking both sides on the Creek. Dubai souks are located on both sides of the Creek, with narrow alleyways selling handicrafts, carpets and every spice imaginable. The slightly larger lanes are where the gold souks are located, which are shops selling gold.

2.10.1 Traditional Souks in Dubai

Since Dubai was the city of traders, numerous markets ('souks') and storage areas were built on both banks of the creek (figure 2.32). As in most Islamic cities, similar

traders joined together to create specialised markets named after them, such as the gold souk, the animal markets, the herb sellers. Markets consisted of a main street or alley shaded with palm tree fronds or mats, with gates on the two ends that were closed after sunset. Shops were constructed from coral stones and gypsum on both sides of the street, about three metres wide and four metres high, with two large leaf doors. In the 1950s larger shops were constructed made of two adjacent spaces with one wind-tower over it to reduce the heat of the summer.

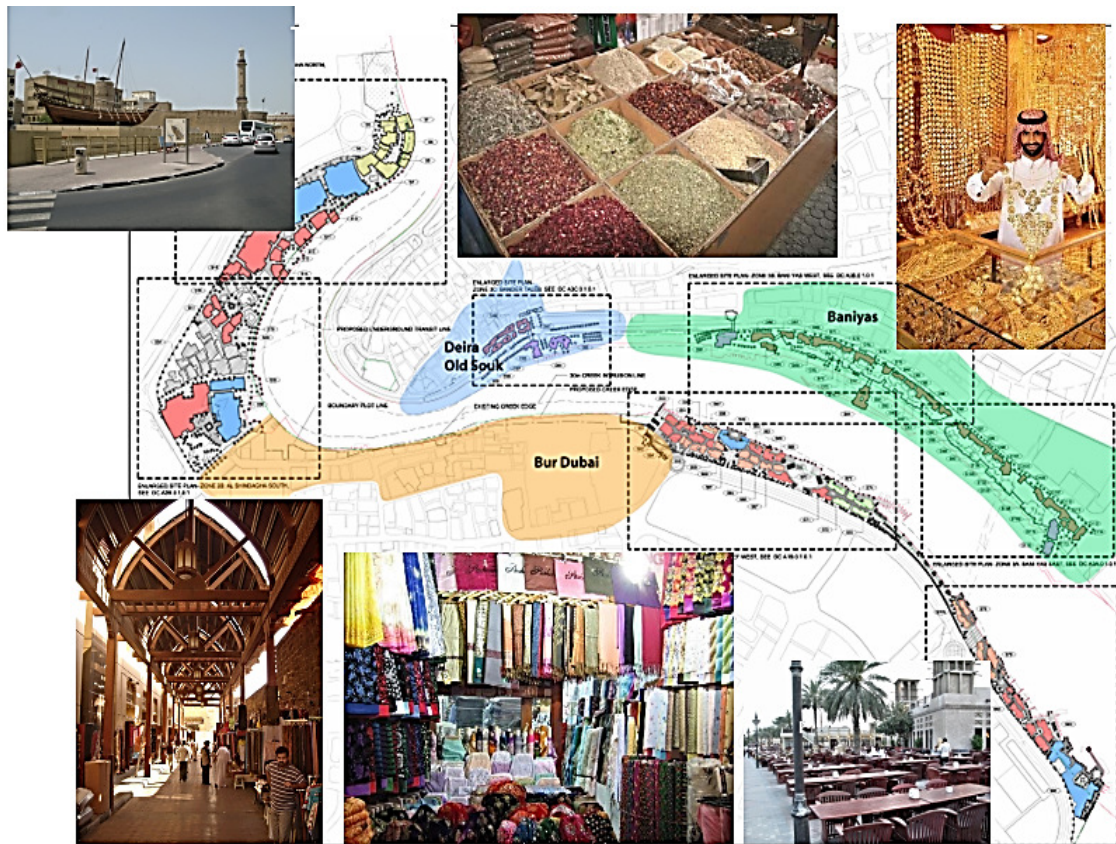


Figure 2.31: Traditional retail areas in Dubai. (Source : http://www.jcwg.com/contents_supporters/library_files/IDA_Calgary-Creek_Front_Dubai.pdf)

Features of traditional souks in Dubai:

The key features of traditional souks in Dubai are as following:

- Some traditional souks specialised in specific goods, the clear feature of these souks was and still, like Spice souk and Fish souk in Deira currently, and some other souks is mixing of many commercial goods in one place, especially in popular souks, such as souk Naif.
- As noted, the majority of the markets were close to the beach creek, to ease the transport of goods to and from ships.
- The souks were characterized as a place where the traders stayed to be close to their shops and to facilitate work in it.
- Souks diversified in Dubai according to their surrounding environment. The coastal souks such as souk Alkaber in Deira and Bur Dubai, which were connected by ships with the outside world, were where most of the import and export of materials and consumer goods and exchange with domestic souks that are found in the mountainous areas took place. Rural souks in Al Awir and Al Khawaneej and Habob, supplied the coastal cities with products that exist in these areas, such as dates, wood and coal, etc.

In the following section, we will review the traditional souks that located in Deira and in Bur Dubai

a) Souks of Deira

Deira is the area north of Dubai Creek and south of the Sharjah border. Deira is the traditional commercial centre of Dubai and the Creek and its dhows were the historic mode of transport. Today Deira is split in two parts.

There are the old souks (Gold and Spices) near the waterfront, and Dubai International Airport covers a major part of the area into the creek inland. The most-historic part of Deira (figure 2.32) is near the mouth of the Creek in an area called Al-Ras. This is the site of the souks and markets, and it is where traditional dhows unload their goods. Some of the most attractive tourist destinations in Dubai like

Gold Souk, Al Ghurair Shopping Complex, City Centre and around 60 hotels are situated in Deira. Earlier, Deira was the centre of Dubai. But recently it has been losing its importance as the city is growing into the Jebel Ali area.



Figure 2.32: Souks of Deira 1948. Above: site plan of Deira souks. Middle: Al-Ras area and the Creek of Dubai. Below (left :) some shopkeepers in their shops. Below (right): traders and their boats. (Source: Municipality of Dubai, 2011)

The Gold souk (figure 2.33): located in Al Ras, the heart of Dubai's commercial business district in Deira. The Gold Souk started operating during the 1940s, when a number of traders from India and Iran settled in Dubai to start their stores, as a consequence of the liberalisation of the trading policies in Dubai. The souk consists of over 300 different shops specialising in specific kinds of gold items, such as Indian gold, Italian gold and Arabic gold.

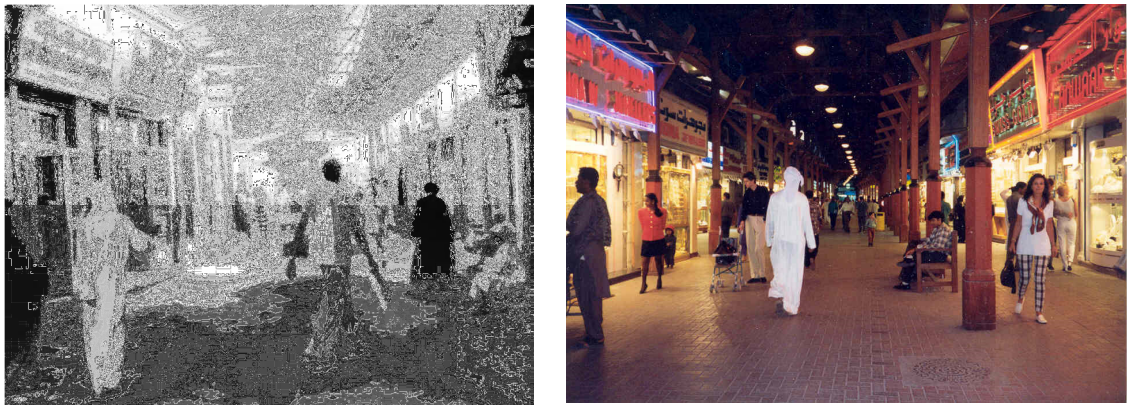


Figure 2.33: On the left, the Gold souk on 1983. (Source : <http://m.gulfnews.com/pictures-from-the-past-gold-in-the-uae-1.16739>.) On the right: the gold souk these days. (Source: <http://flashydubai.com/souks-in-dubai-experience-the-touch-of-dubai-lifestyle/>)

- **Souk Naif:** The souk was built in the place of the old Naif Souk, which was gutted in a fire in April 2008 (figure 2.34.). Beginning with the structure of the building, the authorities have done a fine job of restoring the look and feel of an older era, much before more westernised shopping malls such as Mall of the Emirates and The Dubai Mall took centre stage (<http://www.khaleejtimes.com/>). The new-old souk became two storeys and revamped facilities. There are 218 shops in the air-conditioned, modernised souk, as well as space for 100 cars to park located in an underground floor.

This souk was selected as a case study of a traditional souk because it is the least specialised of the souks – see also chapter five.



Figure 2.34: Above, Souk Naif before the fire. 2008. Below: souk Naif after rebuilt. (Source: http://www.khaleejtimes.com/kt-article-display-1.asp?xfile=data/nationalday/2011/November/nationalday_November17.xml§ion=nationalday)

- **Deira Perfume Souk** (figure 2.34): The Perfume Souk is the name given to the collection of perfume shops on Sikkat Al Khail Road, Deira, just east of the Gold Souk.
- **Deira spice souk** (figure 2.34): The Dubai spice souk is located just next to the gold souk. The souk comprises several narrow lanes, which are lined with open and closed-roof stalls. The quantities of trade as well as the number of stores trading spices in the Spice Souk have been significantly reduced in recent years due to the

growth of larger stores and supermarkets. Stores in the Spice Souk sell a variety of fragrances and spices.

- **Dubai Fish Souk:** Located in Deira district, this sells all kinds of fish. A fruit and vegetable souk has been added recently to the souk. The souk is a new steel structure with a huge space inside (see figure 2.34).



Figure 2.34: Above, the spice Souk in Dubai

[http://commons.wikimedia.org/wiki/File:Deira Souk on 9 May 2007 Pict 3.jpg](http://commons.wikimedia.org/wiki/File:Deira_Souk_on_9_May_2007_Pict_3.jpg)

Below (left), Dubai Fish Souk, source: <http://www.ssmaritime.com/Dubai.htm>. Below (right)

Perfume souk in Deira, source: <http://www.dubai.com/blog/category/flying-to-dubai/>

Overall, table 2.5 summarises and compares the most important souks in Deira, Dubai according to type of products.

Souk's name	Location	Number of shops	Opening date	Type of products
Gold Souk	Al Ras, Deira	over 300 shop	1940	Jewelleries (gold, diamond and silver)
Souk Naif	Naif road, Deira	There are 218 shop	1960 and reopened in 2008	Traditional Arabic clothing, cosmetics, toys and gifts, house wares, jewelleries and accessories, also fast food
Deira Perfume Souk	Sikkat Al-Khali Street.	-	-	Aromas and fragrance
Deira spice food	Al Ras, Deira	-	-	Stores in the Spice Souk sell a variety of fragrances and spices
Dubai Fish Souk	Shindagha Tunnel, Dubai	-	-	Fish and Vegetable

Table 2.5: A comparison of most important Souks in Deira according to their products

b) Souks of Bur Dubai

Souk Bur Dubai or Souk Al Kabeer, which means '*The Big Market*', is Dubai's largest and oldest souk located in Bur Dubai since the 1850s.

The importance of Souk Al Kabeer is due to its direct contact with the port that extends to the creek, where stand hundreds of wooden ships carrying various goods and extending their sea trips to Africa and the Indian Ocean. In addition, it is a place not only for commercial transactions and for exchanges, but also to provide the necessary crews of merchant ships (see figure 2.35).



Figure 2.35: Above (left and right): the ships in front of Bur Dubai souk. Source: (<http://www.post-gazette.com/life/travel/2009/08/29/Dubai-s-glamour-doesn-t-have-to-break-the-bank/stories/200908290123>) Below: souk Alkaber plan, Dubai. (Source: <https://www.google.co.uk/maps/@25.2639738,55.2998755,941m/data=!3m1!1e3,2013>)

The souk extends along a tight way covered in some parts to protect pedestrian from the sun. The movement of vehicles is prevented inside it (figure 2.36). The shops are located on both sides and do not exceed 30 m² and one floor. The souk, consists of a number of souks inside it such as Satwa Souk, Covered Souk (textile souk), and Karama Souk (see table 2.6).

Souk's name	Location	Number of shops	Type of products
Satwa Souk	Bur Dubai.	-	Tailoring shops, also shops selling plants
Bur Dubai Covered Souk	south side of Dubai Creek	350 shop	Textiles and every possible kind of fabric.
Karama Souk	Bur Dubai.	-	Copy items, especially watches and handbags.

Table 2.6: Category of souks in Bur Dubai, Dubai, UAE

- **Satwa souk:** One of the more bustling areas of Dubai is Satwa, with its rows of shops and pavement cafes. This shopping district has several tailoring shops, as well as housing the 'plant street'. As the name suggests, this road has a range of shops selling plants, plant food and garden materials.
- **Covered Souk (The textile souk):** Also known as the Old Souk, it is located in the Al Sabkha Bus station area in Bur Dubai. The souk consists of a long line of restored sand-coloured stone buildings, covered by a wooden roof in one area, and topped with attractive wind towers, lined with narrow, covered passageways. With 350 shops of commodities from around the world, it was the largest market in the region. This souk specialises in textiles (figure 2.36).



Figure 2.36: Textile Souk Bur Dubai. (Source: www.thedailyparker.com)

- **Karama Souk:** it is a modern souk located in Al Karama which is the most populous residential area in Dubai, Al Karama is also served by a metro station, which is located in the middle of the Shaikh Khalifa Bin Zayed Street (<http://www.dubaitourism.ae/sites/default/files/osic/developments.pdf>)

- **New souks in Dubai designed in traditional Emirati architectural style**

The modern souks in Dubai are re-creations of traditional souks with elaborate Arabic architecture and decorations. As shown in table 2.7, two new modern souks have been built in Dubai: Souk madinat Jumeira and souk Al Bahar.

Name of the souk	Location	Date of construction	Number of shops& restaurants	facilities
Souk madinat Jumeirah	Jumeira	2003	75(S) 23 (R)	Two luxury 5-star hotels, a conference centre, an indoor theatre, a 1000 seat amphitheatre, open plazas,
Souk Al Bahar	Downtown Dubai'	Developed by Emaar 2007	100(S) 22 (R)	Lounges framing the souk's extensive waterfront promenade

Table 2.7: Modern souks build recently in Dubai

- **Souk Al Bahar:** Recreating the traditional souk architecture of narrow stone corridors, high archways and subdued lighting, Souk Al Bahar is an eclectic mix of retail outlets, restaurants and cafés along the waterfront on the Old Town Island in 'Downtown Dubai' (beside Dubai Mall). High fashion mixes with handicrafts, perfumes and carpets and, of course, there is a wonderful view of Burj Khalifa (source: <http://www.uaeinteract.com/shopping/shoppingareas.asp>)

- **Souk madinat Jumeirah:** Souk Madinat Jumeirah (figure 2.37), is part of the larger Madinat Jumeirah complex. In addition to the shopping centre, the complex

includes two luxury five star hotels, a conference centre, an indoor theatre, a 1,000 seat amphitheatre, open plazas, waterside walkways and 23 cafés, bars and restaurants. Designed in traditional Emirati architectural style. Key design features include traditional Emirati wind towers, domes, Arabic lattice work, carved doors, timber trusses, terraces, balconies and, of course, palm trees (source: <http://www.uaeinteract.com/shopping/shoppingareas.asp>).

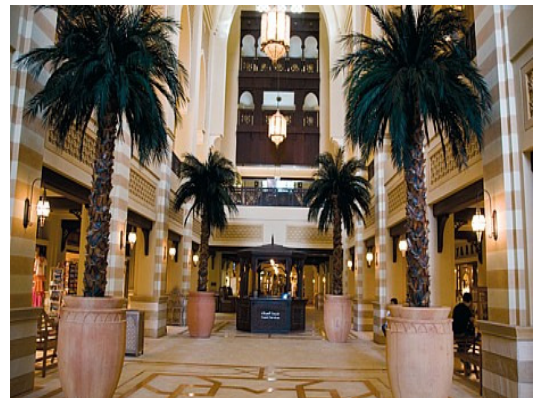


Figure 2.37: Above: Souk Madinat Jumeirah. (Source: http://www.chrisccypert.com/#/jumeirah/jumeirah-dubai/jld_souk_madinat_jumeirah_-_a_rukn_courtyard) Below (left): Souk Al Bahar, outside view. (Source: <http://www.fotocommunity.de/pc/pc/display/19921055>) Below (right): souk Al bahar, view from inside. (Source: <http://www.timeoutdubai.com/shopping/reviews/34907-souk-al-bahar#.U0J6XGdqncs>)

2.10.2 Modern shopping malls in Dubai, UAE

World class shopping malls located in Dubai are assuming a real part in pushing Dubai as a famous shopping end. The contemporary shopping malls have created Dubai's strength in the GCC retail industry. Shopping malls represent almost 70% of the aggregate retail area of Dubai. These shopping malls additionally produce good footfalls. Mall of the Emirates records almost 2 million footfalls, Deira City Centre registers 1.5 million visitors and Ibnbatuta Mall has recently hosted 1 million visitors a month (Singh et al, 2013).

The United Arab Emirates and Dubai in particular, is now considered to be a top global retail location and has positioned itself on the global retail map. The Al Ghurair Centre (figure 2.39), the first purpose built shopping centre in the UAE, opened in Dubai to an expectant public in 1981. Since then, the retail sector has seen phenomenal growth in supply especially over the last few years (Cushman & Wakefield, 2011).



Figure 2.39: Al Ghurair Centre, Dubai. (Source: <http://www.skyscrapercity.com/showthread.php?t=935818>)

Dubai's supermalls have attracted the world's most prominent brands in luxury retail. These upscale shops have been catering to affluent shoppers, mostly wealthy tourists. However, a change in market conditions, coupled with a global economic crisis that stifled spending habits, is anticipated to initiate a transition that will lead mall owners to focus more on attracting domestic consumers (Cushman & Wakefield, 2011).

Dubai has a staggering number of shopping malls devoted to high-end consumers (figure 2.40). The demand for new mega malls is unlikely to rise for another five years. More localised centres that create or enhance communities are expected to fare much better. GLA (Gross Lease Area) per 1,000 populations in Dubai is set to fall to 1,261 sq m by 2015. This reflects the anticipated population growth and uncertainty in the supply pipeline (Cushman & Wakefield, 2011).



Figure 2.40: Some of shopping malls locations in Dubai, UAE. (Source: http://www.joneslanglasalle-mena.com/ResearchLevel1/JLL_DXBQ12013.pdf)

Dubai strongly presented itself on the global shopping map, which according to a recent report by CB Richard Ellis became equals London as the most shopping city in the world, attracting about 56% of the international brands surveyed and shopping

malls became places that attract tourist, where provide recreation and events to them (Khaleej Times Online 2011).

The city has become the main entry point into the Middle East region for a host of major international retailers (Khaleej Times Online 2011). An open port with low import duties, the retail prices in Dubai are very competitive. Annual Dubai shopping festivals and Dubai Summer Surprises have helped increase retail spending and have provided stimulus to Dubai's retail sector. Even though the retail sector in UAE (Economic Intelligence Unit 2011) is small in comparison to the developed countries like USA, Japan, China and Germany, Dubai's share in UAE retail sales, which is about 60% (Dubai Tourism & Commerce Marketing 2011), will remain stable as per the current Economic Intelligence Unit (2011) estimates.

Mall	Location	Developer	Starting date	Leasable area million sq ft	Stores (S) Restaurants (R)	Leisure & Entertainment
Deira City Centre	Port Saeed	Majid Al Futtaim Properties	1995	1.3	370 (S) 55 (R)	Magic Planet Bowling City Multiplex
Mirdif City Centre	Mirdiff	Majid Al Futtaim Properties	2010	2	430 (S) 75 (R)	Playnation Aquaplay Multiplex
Mall of the Emirates	Al-Bashra District	MAF Properties	2005	2.4	520 (S) 85 (R)	Ski Dubai Magic Planet Multiplex
Ibn Batutta Mall	Sheikh Zayed Road	Nakheel	2005	5.9	275 (S) 50 (R)	21 cinema screen
Dubai Mall	Doha Road	EMAAR Properties	2008	12	1200 (S) 150 (R)	Dubai Aquarium Dubai Ice Rink, Burj Khalifa, Dubai Fountain, Multiplex

Table 2.8: A snapshot of the major malls in Dubai in 2013. (Source: Anandkumar et al, 2012)

The super-regional shopping centres in Dubai as shown in Table 2.8 have a mix of shopping, dining, leisure and entertainment facilities including hotels. Also, these shopping centres have very large parking areas and are also connected by Dubai

Metro except in case of Mirdif City Centre & Dubai Festival City (The Dubai Mall 2011).

a) Deira City Centre Mall

Deira City Centre (figure 2.38) is one of the biggest shopping malls in Dubai and contains about 370 shops. The 'wings' of the building accommodate shops assorted by different commodity groups. There is a fashion court, a home court, a jewellery court, and a Palm Court. The mall is located in the Deira district.

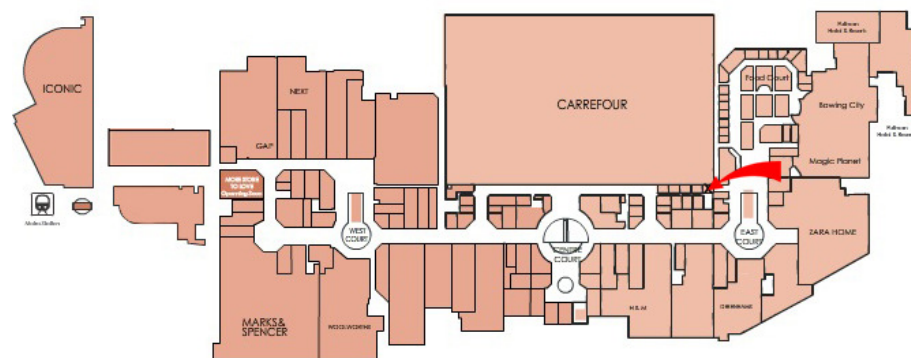


Figure 2.38: Above: Deira city centre mall building. (Source: <http://www.majidalfuttaim.com/en/article/majid-al-futtaim-properties/shopping-malls/deira-city-centre.html>) Below: Deira city centre mall first floor. (Source: <http://www.hiphonetelecom.com/ae/pages/Deira-City-Centre.html>)

b) Mirdiff City Centre

Mirdiff City Centre (figure 2.39) belongs to MAF Group, which also operates other successful and iconic shopping malls such as Deira City Centre and Mall of the Emirates in Dubai. Mirdiff City Centre is a 2 million foot shopping mall that opened on 16th March, 2010 catering to a large community of locals and expatriate living in the city in the growing urban area of Mirdiff (Source: <http://www.iiid.net.in/images/copmanydetail/pdf>).



Figure 2.39: Above: Mirdif City Mall, external view. (Source: http://rcsc.info/docs/rcsc_report_Study_Tour_in_UAE24-28_feb.pdf) Middle (left): One of the court foods in Mirdiff City Mall. (Source: <http://nreionline.com/blog/winners-2011-sadi-awards>). Below (left): view inside Mirdiff City Mall. (Source: <http://www.timeoutdubai.com/shopping/reviews/21855#.U0KC6mdqncs>) Below (right): Floor plans of the mall. (Source: http://rcsc.info/docs/rcsc_report_Study_Tour_in_UAE24-28_feb.pdf)

c) Mall of the Emirates

This mall is related to Majd al Futtaim group and designed by F+A Architects (USA) (figure 2.40). With a total retail floor area of 220,000 m² (2,400,000 ft²), opened in September 2005, it is the second largest mall in Dubai after Dubai Mall (Lasall, 2013).

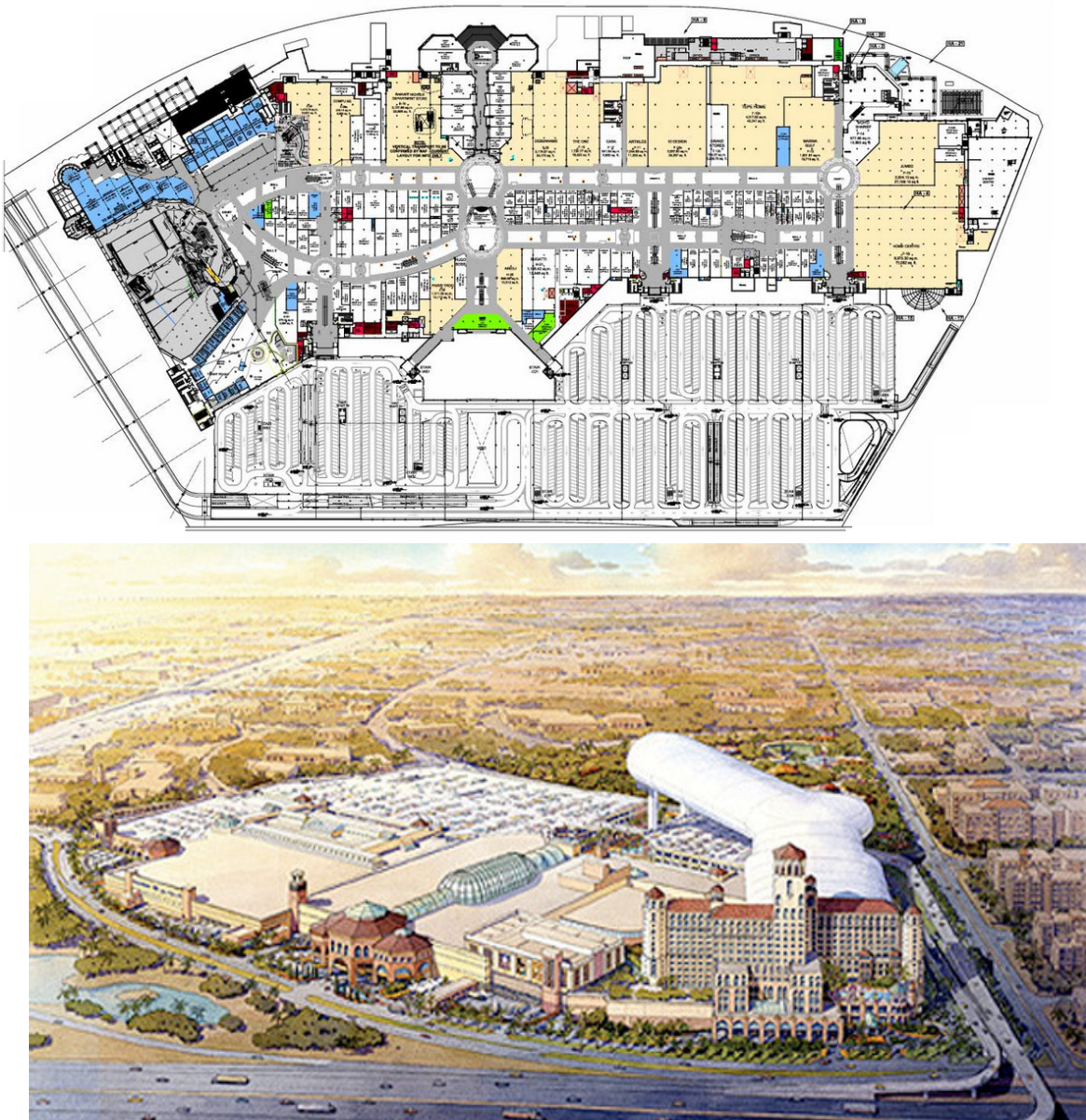


Figure 2.40: Mall of Emirates. Above: the first floor plan. (Source: http://rcsc.info/docs/rcsc_report_Study_Tour_in_UAE24-28_feb.pdf) Below: the external elevation of the mall. (Source: <http://blog.miragestudio7.com/ski-dubai-indoor-ski-resort/249/>)

d) Ibn Batutta Mall

The mall has six main sections; each replicates the architecture of the regions visited by Ibn Battuta. The mall has Chinese, Egyptian, Persian, Tunisian, Andalusia and Indian themed courts. The mall is a major destination for both locals and visitors of the city. It is one of the major hubs of people flows in Dubai. Nakheel Company, one of the largest real estate developers in Dubai and the owner of the famous fabricated Palm Islands, developed the mall. This company is partially owned by the ruling family and the government of Dubai. <http://www.dubaicity.com> (See figure 2. 41).



Figure 2.41: Above (on the left): Indian court; (on the right): Indian court in the mall. In the middle: the first floor plan. Below (on the left) Tunisia court, (on the right) Egypt court Ibn Battuta Mall. (Source: <http://www.ladyandhersweetescapes.com/2013/09/ibn-battuta-travel-themed-shopping-mall.html>)

f) Dubai Mall

One of the major activities in Dubai that attracts tourists is shopping. Dubai has invested intensely in creating mega malls, including the largest, not only in the region but also in the whole world. Dubai Mall, a 9,000,000 ft² of shopping retail space that is designed to host 1200 stores, is one of the largest malls in the world. It marked the largest mall opening in history with 600 retailers (Salama, 2013).

The mall is located next to Burj khalif, the tallest building on earth. It includes a 10,000,000 litres aquarium with 33,000 marine animals on display. Dubai Mall was developed by Emaar, a Public Joint Stock Company 1/3 owned by Sheikh Mohamed and the government of Dubai. As most of the major developments in Dubai, malls feature the same spectacular themed architecture (Rumsey, 2013).



Figure 2.42: Dubai Mall. (Source: http://no.wikipedia.org/wiki/Dubai_Mall)

According to Arab news online magazine, published on 6/03/2014, Dubai Mall received 54 million visitors in 2011 and 65 million in 2012, and over 75 million visitors during 2013.

2.11 Dubai Shopping Festival

Dubai also has an annual shopping festival; a retail event organized to promote the overall trade. This festival was organized for the first time in the year 1996, the reason for conducting this festival is just attracting visitors to the Emirate. Dubai Shopping Festival lasts a month and attracts a huge number of tourists from all over the world. Another festival, which is marketed as one of the big events in Dubai, is Skywards Dubai International Jazz Festival, which has been running since 2003. Lastly, there is the Global Village, which falls outside categories or, more precisely, it more or less covers all categories. That is, it is entertainment, luxury, shopping, and leisure, but a cultural pivot in the sense that it is a place where cultures meet.

2.12 Conclusion

The chapter is divided into two parts. The first part (sections 2.2 to 2.7) reviewed the historical evolution of marketplaces through different periods in the West and in the Middle East and North Africa. It explored how the shopping environment changed from the past until today, from the traditional shopping places to modern shopping malls, with particular reference to the evolution of shopping places in Arab and Islamic countries. This part also pointed to the physical evolution of the traditional marketplaces and contemporary shopping malls.

The second part listed the historical development of shopping environments in Dubai. Sections 2.8 to 2.11 within this part elucidated the location of Dubai, its demographics, historical development since 1900 until today and economic development. Sections 2.12 and 2.13 within this part shed light on shopping environments in Dubai (traditional souks and modern shopping malls).

Dubai is one of seven emirates that make up the federation of the United Arab Emirates (UAE). Historically, Dubai passed through different periods; each period has witnessed a remarkable development, making it one of the most recognizable Emirates of UAE. In 1833, eight hundred members of the Bani Yas tribe led by the Maktoum family settled at the mouth of Dubai creek. This natural harbour enabled Dubai to rapidly become a successful centre for fishing, pearling and trading. The significant change started after discovering the oil in the early 1960s. Since then,

Dubai has come to occupy the first rank in the rapid economic growth and improved standard of living for its people. In less than 40 years, Dubai has transformed itself from a local trading community into one of the most successful cities in the world. It is now an immensely attractive destination for tourists and businesses alike.

Dubai has been successfully promoting its shopping opportunities from a wide stock of modern malls to traditional Arab souks. Dubai, as most of the Islamic cities, has numerous traditional souks, which are located in the heritage area in old Dubai's part near to the Creek. These souks have specific features as most of them are specialized in one type of goods, and consist of small shops with covered narrow walkway. Besides the souks, Dubai has a burgeoning luxury-shopping environment which has emerged through the provision of large malls, and has become a popular shopping destination.

Chapter Three: Literature review on Shopping environments and behaviour

3. Literature review on shopping environments and behaviour

3.1 Shopping environments and behaviour

This chapter presents literature review on shoppers' behaviour. The chapter divided into two parts, the first part address literature review about shopping environments, which include literature review about shopping atmosphere, shoppers' behaviour, shopping motivation and shoppers' demographics. The second part reviews literature has been written about shopping environments in Arab, Gulf and Middle Eastern Countries

Environmental psychology is *“the study of transactions between individuals and their physical settings”* (Gifford et al, 2011. p440). In these transactions, individuals change their environments, and their behaviour and their environments (Gifford et al, 2011) change experiences. The influence of the physical environment on emotions and behaviour has received attention from geographers, architects and environmental psychologists who have been able to demonstrate that the built and natural environment can facilitate, modify or hinder certain human behaviours (Gibola, 2006). The relationship between people and the environment is examined by focusing on how the physical and ambient stimuli (or features) of an environment affect behaviour and emotions (Mehrabian & Russell, 1974). Thus, the main concerns in environmental psychology may be summarized as: (1) the direct impact of physical stimuli on human emotions and (2) the effect of the physical stimuli on a variety of behaviours, such as work performance or social interaction (Mehrabian & Russell, 1974).

Behaviour is the result of interaction between individual characteristics and the characteristics of the environment in which the behaviour occurs. Human behaviour refers to the activities people perform, including thinking, feeling, seeing, and even talking with others and moving around in the environment (Zeisel, 1984). The involvement of human behaviour in relation to man-environment can be shown in figure 3.1:

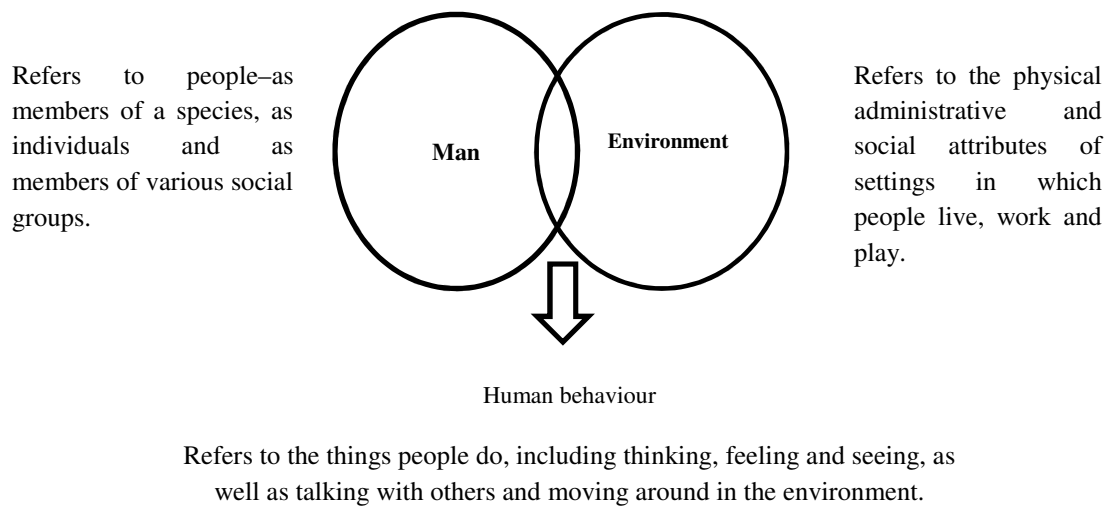


Figure 3.1: Environment-Behaviour research or Man-Environment studies. (Source: Zeisel, 1984)

Zeisel (1984) refers to behaviour simply as the things people do, including thinking, feeling and seeing as well as talking with others and moving around. He further describes behaviour in terms of actor, act, significant others, relationships, context and setting; all of which is represented in the following table:

Element in environment	Behaviour observation
Who is	Actor
Doing what	Act
With whom?	Significant others
In what relationship	Relationships aural, visual, tactile, olfactory, symbolic
In what context	Socio-cultural context situation culture
And where?	Physical setting props spatial relation

Table 3.1: Elements in environmental behaviour observation. (Source: Zeisel, 1984, p. 124)

As a result of the relationship between environment and people, human behaviour is the outcome of complex interactions among cultural, perceptual and environmental (physical) variables (Rapoport, 1987). This also applies to the specific set of activities that occur in the environment called shopping environment, such as malls

and souks. Shopping is one of the distinct activities of consumer behaviour (Tauber, 1972) and shopping behaviour is a distinctive form of consumer behaviour (Asseel, 1987).

Environment behaviour studies are concerned with the characteristics of people as members of various social groups, which in turn affect the way in which built environment is shaped. It is essential to know the effects of the built environment on human behaviour and the mechanisms which link people and environments in this two-way interaction (Rapoport, 1977). Zeisel (1984) focuses his study on the ways to find out how people behave in reaction to various environments.

During the last decades, the importance of environment has also become prominent in the study of retail environment, with researchers beginning to study the influence of the store environment on shoppers' behaviour (Turley & Miliman, 2000). A store environment can be defined as external to the person being studied, which can be measured independently of the person (Mehrabian & Russel, 1974).

The influence of the shopping environment on shopper behaviour has been widely discussed in the scientific literature, since Donovan and Rossiter (1982) introduced the concept of environmental psychology to marketing research (Bolh, 2008).

'The design of a retail environment and the resulting atmosphere has become increasingly important as the actual merchandise of competitive retailers is often perceived as similar and is no longer the distinguishing feature between them. This differentiation trend, together with global economic changes and shopping behaviour of consumers shifting towards a more hedonic experience, has led to a different, more sophisticated design approach' (Katelijn et al, 2008, p.2).

In this context, the retail environment provides a complex physical situation, the design and layout of a store for instance; width of aisles and music inside the store will influence the level of satisfaction and purchase patterns. It is proposed that shoppers' attitude be positively related to the internal and external environment of the retail setting. Recently, retailers realized the importance of store atmosphere to create a better shopping experience, which in turn may lead to more happy satisfied shoppers; that is why understanding the role of store atmospheric cues on shopper perceptions and behaviour is seen as critical to success (Yalican, 2010).

3.1.1 Shopping Atmosphere

To understand shoppers' behaviour in a specific shopping area, atmospherics is an attribute which significantly influences the shoppers' perception about a specific shopping area. Atmospherics is defined as an important environmental cue that provides shoppers with an indication of the quality of a shopping mall and includes items such as ambience, colour, décor, music and layout (Willems, 2012).

While the existence of store spatial knowledge seems plausible, there are a number of distinct views about the classification of store environment (e.g. Kotler, 1973; Mehrabian and Russell, 1974; Baker, 1986 and Berman and Evans, 1995). Kotler defines atmospherics as '*the effort to design buying environments to produce specific emotional effects in the buyer that enhance his purchase probability*' (p.50). According to this definition, Baker et al (1992) structured environmental cues, which are suggested to influence shopping behaviour, into three obvious categories. These categories are related to the social factors, the ambience and the design of store. Therefore, the shoppers' interaction with the store environment could result in a personally meaningful perception, influencing people's beliefs about a place, people and product (Rapoport, 1982).

Deepali (2009) examined the extent to which the various factors comprising the internal vibes of the stores influence the visitors. The author concluded that the seven attributes against which the opinion was taken, were lighting in the store, colour scheme, window display, smell, music, design layout and cleanliness. She further explained that in the present age, goods are not only consumed for their use or exchange value, but are also consumed as signs of luxury, exoticism and excess. Thus consumers need to be seduced and delighted when they come to a store for shopping. Stores with a beautiful display, perfect lighting coupled with appealing smell and music can create sensations and affect consumer shopping attitude and patronage behaviour.

Following on from Juhari et al (2012), the environment is one of the many factors that can affect behaviour and provides a context in which behaviour occurs. The environment consists of elements such as brightness, size, shape, amount, odour,

freshness, softness, smoothness and temperature. These factors will influence the people who visit the souk or the mall.

Moula (2009) addressed that to create a good indoor shopping mall environment; malls should offer shopping entertainment facilities, places to meet friends and different activities just like the outdoor environment. According to Katelijn (2008), the configurations of a shopping environment and the ensuing atmosphere have become progressively essential. Along these lines, an understanding of which design components will work aesthetically, functionally and reasonably, inside a given plan and social and cultural background, and how the ensuing environment will perform commercially are essential goals.

In addition, knowledge of the atmospherics that enhance positive feelings among shoppers can assist managers in their efforts to develop appropriate marketing strategies that create and maintain positive shopping experiences (Andreu, 2006). Several studies have explored the effects of the retail environment on induced emotional states and the resulting influence on purchasing behaviour. Andreu refers to the fact that the shopping environment has been found to influence shoppers' behaviour. Psychologists have identified two general forms of behaviour: approach, which is a desire to remain, explore and affiliate, and avoidance, i.e. the opposite behaviours.

Wendy and Billings (1990) cited that in some instances, the place, or to be more specific, the atmosphere of the place, is more influential than the product itself in the purchase decision. Although today there is an increasing emphasis on store design, interior design and overall environmental programming, interior designers, architects, and landscapers, however, have acknowledged the extensive influence of the environment on behaviour for years.

Turley and Milliman (2000) discovered that there is a statistically significant relationship between atmospheric and shoppers' behaviour and they conclude that the effect of the retail environment on shoppers' behaviour is both strong and robust. The difficulty is to compare the different studies regarding variables of atmospherics. Besides, different variables are named, dimensioned, and understood differently as

well. The ability to modify in-store behaviour through the creation of an atmosphere is recognized by many retail executives and retail organisations.

Since the mid-1950s, the quantity of studies into shopping behaviour accelerated greatly. The following subsection will attempt to provide an explanation of shoppers' behaviour by reviewing studies in the literature.

3.1.2 Shoppers' behaviour

These days, understanding shoppers' behaviour is considered as an important key to the success of the shopping sector (Reyonlds et al 2002). Shoppers have different shopping behaviours which lead logically to different patterns of in-store response to shopping variables. Studies in environmental psychology have consistently shown that the perceived physical environment influences people behaviour. The appraisal of both internal atmospheric elements such as lighting, design and temperature and external elements (such as accessibility of the shopping environment and parking facilities) can affect consumers' attraction to the shopping environment (Andreu, 2006). Lam (2001) summarises some previous studies which revealed that store environment could affect shoppers' behaviours in several ways, these studies employing concepts such as store environment, store design, and environmental elements such as music, colour and scent

Yaaminidevi (2013) found out in his study that Shopping malls are intended to induce shoppers to embrace certain physical and social behaviours identified with shopping. This makes both the social and physical environments of the shopping mall vital in molding shoppers' behaviour. This analyst further expressed that shopping mall designer's control the conduct of customers by intentionally planning a typical scene that incites consumption-oriented behaviours.

Once more, the shopping mall's environment, like, colour, music and gathering are playing a vital function in customers' perception and their evaluation of the mall. Shopping Malls have a modern atmosphere, which might be more preferred by shoppers than shopping environment with less pleasant atmosphere (Zinhumwe, 2012).

Figure 3.2 shows the factors that can affect shoppers' behaviour within the shopping mall. To identify the factors that generate approach behaviours in shoppers, it is necessary to classify the various elements of a store environment. There is no single, widely used method for dividing the different elements of a retail store and not many researchers have even attempted to create one. Baker (1986) and Bohl (2011) divided the store into three critical dimensions: ambient, social and design factors. Ambient factors are background conditions in the environment, which are typically not noticed by the customer. These include background music, noise, scent, lighting and room temperature. Social factors include the people that are present in the environment that is staff and other customers. Finally, design factors include physical and visible elements of the store environment, such as architecture, layout and materials used in the decoration.

Millonig and Schechtner (2008) found out, by interviewing shoppers in two shopping malls, that the store layout affected shoppers' behaviour and environmental factors such as design, atmosphere, or structure possess high relevance in determining human spatial behaviour. Store image and mood can be changed dramatically by the introduction of music. Music establishes the mood; helps motivate the subconscious and can create a lasting impression on existing and potential customers (Morrison, 2000; Milliman, 2010).

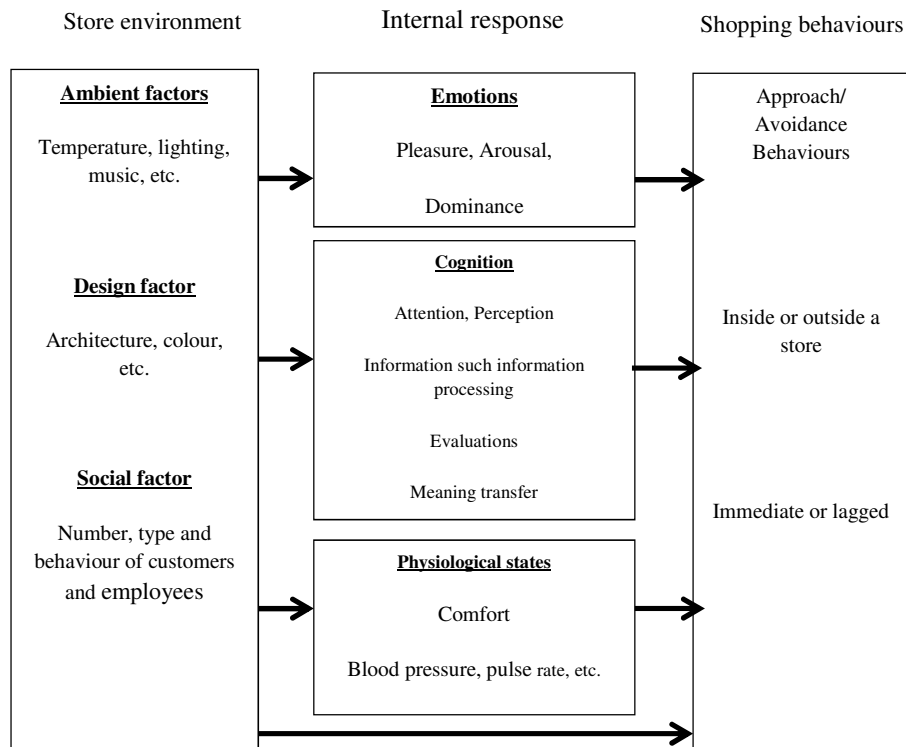


Table 3.2: An integrative frame work of store environmental effects. (Source: Lam,2001)

Sommer et al. (1992), based on social facilitation theory, used unobtrusive observation methods, which are measures that don't require the researcher to intrude in the research context, to compare time spent in store and load size of lone and group shoppers at supermarkets and discount stores. They found that groups spent a longer time in the store and bought larger loads than lone shoppers. Women and older shoppers also spent more time in the store and bought larger amounts of products than men and younger shoppers (Sommer et al., 1992). Their study proved that variables such as shopping companion, gender, and age are significantly related to shoppers' behaviours, and thus may influence preference.

The study done by Zacharias (1999) investigated the spatial shopping behaviour of individuals in relation to the location of shops at Alexes-Nihon Plaza in Montreal. He used a questionnaire, tracking shoppers' and mapping their location and activities. By comparing the results that were gathered from the three methods, he found out that shoppers' behaviour is influenced by the mall environment, as well as by the layout of the mall.

Manzo (2005) examined how the shoppers are oriented to the design elements of shopping malls. The study investigated the relationships between planned space, social behaviour and social interaction within shopping mall food courts. Structured observation and interviews were undertaken at four different shopping malls with different sizes, locations and design. The study found that the food court has a social control on shoppers' behaviour and plays a role in facilitating social interaction.

Van Nes (2005) states that shopping consists in acquiring objects and services necessary or sufficient for the preservation of the consumer's physical existence. A visitor orientates himself somehow in urban space in order to find his preferred shopping areas. Shopping malls should not be regarded simply as a particular kind of architectural retail outlet, but as places providing a complex array of commercial, community and leisure facilities and satisfying many psychological needs and preferences (Moula, 2009).

According to Dholakia (1999) shopping has nowadays become a pass time rather than a pure purchasing activity. Thus the motives and behaviours evident when a consumer is shopping for gifts are not the same as those exhibited when they shop for groceries. Moreover, individual shoppers' motive and attitude towards shopping often vary significantly. Also according to Ahmed et al (2007), two shoppers may shop at the same store for similar reasons – e.g. convenience, courteous help nice décor, etc. – but one shopper may find shopping a burden, something to be done quickly within a minimum of effort while another may enjoy shopping, engaging in it as a sport by achieving the satisfaction of buying a desired item at a bargain price. This latter consumer does not mind spending time searching for alternatives. Behaviour and motivation are therefore related, and we turn to the latter next.

3.1.3 Shopping motivation

According to Tauber (1972, p.46): *'shoppers' motives in shopping are a function of numerous variables, some of which are random to the actual buying of goods. It is kept up that an understanding of shopping motives require the attention of satisfactions which shopping activities give, and additionally the utility acquired from the merchandise that may be bought. if needs other than those connected with*

specific items inspire shoppers to go to a shopping mall, the retailer ought to join this information into his marketing technique.' Manikandan & Rajamohan (2014)

Since behaviour is about satisfying needs, the motivational aspects of behaviour must be understood as a fundamental concept in designing for human behaviour (Lang et al, 1974). Motivation, like so many other complex variables, has many definitions. The importance of motivation is reflected in the following definitions:

- Motivation can be described as the driving force within individuals that impels them to action (Schiffman et al, 1997).
- Motivation refers to the process that causes people to behave as they do (Solomon, 2002).
- Motivation is the energizing force that activates behaviour and provides purpose and direction to that behaviour (Neal et al, 2004).
- Motive is a construct representing an unobservable inner force that stimulates and compels a behavioural response and provides specific direction to that response (Neal et al, 2004).
- Motive is an inner state that mobilizes bodily energy and directs it in selective fashion toward goals usually located in the external environment (Lawson et al, 1996).

Motivation, then, influences people's behaviour in the way it stimulates and directs behaviour. Therefore, motivation can be represented in terms of its strength and its direction (Solomon, 2002). Motivation is defined in the shopping context as an attraction to shoppers for doing shopping inside the shopping environment. The hedonic shopping motivation typology developed by Arnold and Reynolds (2003) is as follows:

- **Adventure shopping.** According to this motive, going shopping is an adventure. Arnold and Reynolds explain that people with this kind of motive expect to gain '*adventure, thrills, stimulation, excitement, and entering a different universe of exciting sights, smells, and sounds*' (p.80).
- **Social shopping.** Socialising is the main purpose for some shoppers when they go shopping.

- **Gratification shopping.** Life nowadays is so complex and the level of tension has increased in society. Some people go shopping to ease this tension.
- **Idea shopping.** Shopping could update people's knowledge about the development of new trends and models.
- **Role shopping.** Arnold and Reynolds highlight the concept of this motive by stating '*role shopping reflects the enjoyment that shoppers derive from shopping for others, the influence that this activity has on the shoppers' feeling and moods, and the excitement and intrinsic joy felt by shoppers when finding the perfect gift for others*' (p.81).
- **Value shopping.** Some people go shopping to find a good value product.

Shopping is an essential and ordinary activity according to Ng (2002). There is a small but significant literature on the history of shopping. Since the 1980s, market researchers, geographers and town planners have studied the retail environment. Shopping is also a form of leisure. Edward Tauber (1972) first identified a range of personal and social motives for shopping such as diversion, learning about new trends and ideas, physical activity, sensory stimulation, social experiences with friends, enjoying status and authority, and the pleasure of haggling.

To determine why people shop, Tauber (1972) conducted an exploratory study based on in-depth interviews with 22 females and drew findings from their comments. Tauber (1972) classified motives for shopping into two main dimensions: personal and social motives. The personal motives according to Tauber (1972) are: role playing, diversion, learning about new trends, physical activity, self-gratification and sensory stimulation. On the other hand social motives are: social experiences outside home, communication with others having similar interests, peer group attraction, status and authority and the pleasure of bargaining. Since Tauber's research (1972) numerous studies have been done on shopper shopping motivation by various researchers. Westbrook and Black (1985) extended Tauber's research on shoppers' shopping behaviour and they suggested seven dimensions of shopping behaviour,

which are: anticipated utility, role enactment, negotiation, choice optimization, affiliation, power and authority and stimulation.

Individuals go shopping for some other reasons, besides to acquire a product, they also shop for non-purchase reasons such as looking for social interaction, sensory stimulation, learning about new trends and even exercise – this means that shoppers can go shopping for utilitarian reasons to achieve specific purchase goals or they can shop for hedonic reasons just to have fun. So shoppers go shopping for more than one motive (Tsang et al, 2012), and in particular malls are fast becoming a place for socialising and recreation (Tiwari, 2010; Pedersen, 2006). Ali et al (2010) pointed out that shopping motivation is hedonic, including adventure shopping, social shopping, shopping satisfaction, modern shopping, role shopping (to get pleasure) and value shopping. Shopping motivation has become a key area of study in shoppers' behaviour over the past few decades (Kotzé et al, 2012).

Markets play different roles for different groups of shoppers, according to Waston and Studdert (2006). This study shows that the social and physical attraction of markets have a further impact on shopper's behaviour. A study by Roy (1994) found out diverse significant factors that make shoppers visit markets frequently, like functional shopping motivation, deal proneness, recreational shopping motivation, age, income and family size.

A research has been done by Hemalathaa and Ravichandran (2009) about the factors that influence youth shoppers who between (19-25) years to visit shopping mall, the study found out that, the social shopping factor was the main reason for going to shopping mall. The respondents showed they go with their families and friends make the shopping more enjoyable.

Thus, it is suggested during developing modern shopping malls, traditional spatial standers must be taken into attention to create a successful shopping spaces for its investors (Birol, 2003).

Bloch et al (1994) and Roy (1994) demonstrated that consumers go to shopping malls to seek entertainment, boredom relief, social interaction with friends, fun, relaxation and freedom from concerns about personal safety, as well as a wide choice of comparison shopping. However, some research studies have found that value

perceptions (LeHew et al, 2002) and specific anchor stores (Finn and Louviere, 1996) are key drivers of repeat visits, as well as, for example, the desired assortment of stores. White (2009) found that entertainment facilities are the most influential factor that motivates shoppers to go to the shopping mall. His study revealed also that female shoppers go to shopping mall more than male.

In the last few years, shopping environments in Saudi Arabia witnessed a significant transformation from traditional markets to modern shopping malls due to many factors such as economic growth, luxury and shifting lifestyle. A study by Ahmed (2012) investigated the attractiveness factors that influence shoppers' satisfaction within shopping malls in Saudi Arabia. The attractiveness factors of aesthetics, convenience and accessibility, product variety, entertainment and service quality, had a positive effect on Saudi shopping mall shoppers. The most significant factor was product variety.

The interior public spaces at shopping malls are designed according to people's needs and preferences. Moula's (2009) study of preferences for interior public spaces in Kuala Lumpur shopping malls showed significant findings from the analysis: the users perceived shopping malls as places where they could accomplish their social, psychological and spatial needs rather than responding to the mall's function merely as a retail setting.

Ahmed et al (2007) assessed international consumer behaviour with regard to shopping malls in a non-western country, specifically, Malaysia. In a study conducted by Malaysian university students on young adults to evaluate their shopping behaviour and shopping orientations, 123 questionnaires collected from five university campuses in the Klang Valley region of Malaysia. The results showed that the most factors that motivate student to visit shopping malls were the interior design of the mall; products that interested them; opportunities for socializing with friends; and convenient one-stop shopping. In addition, the results revealed that younger students have more positive tendency towards shopping mall than older student does. Furthermore, the students were frequent and long-staying visitors to shopping malls were the respondents showed that they visit six stores per 2.5 hours and more than one-third of respondents had visited three or more different shopping

mall during the previous 30 days. Generally, the observed Malaysian shopping behaviour was similar to that observed of western shoppers in prior shopping studies.

Ali and Ong (2010) believe that entertainment, variety, mall essence, ambience, design, layout and convenience are the main factors that influence shoppers in choosing a shopping mall. Ahmed et al (2007) shoppers visit malls for different reasons: shopping, recreation, socialising with their friends. The study referred to the major component areas in shopping malls such as shops, restaurant, cinema and social use area.

William and Ernest (1970) determined customer preference for shopping centres and the importance of driving time. The authors concluded that location and attractiveness are important determinants of consumer shopping centre preferences. However, researchers' conclusions regarding convenience and location are sometimes contradictory. On the one hand, Burns and Warren (1995) figured out that, shoppers go to other shopping malls to find different and wider goods than these available in their local shopping area. At odds with this conclusion, research based on consumer responses by Severin et al (2001) and Yilmaz (2004) showed that convenient location of shopping area has the greatest impact on shoppers' choice of mall.

A study by Rajagopal (2009) showed that shopping malls fundamentally contribute to business more than traditional markets, which shopping malls draw the attention both of shoppers and sellers and provide entertainment facilities for shoppers. On the other hand rivalry between shopping malls and traditional markets led developers and management to find other methods in order to create excitement for shoppers. Also the study analysed the impact of increasing congestion on shopping malls located in urban areas on shopping conveniences and shopping behaviour. The results displayed that ambience of shopping malls, assortment of stores, sales promotions and comparative economic gains in the mall attract higher customer traffic to the malls.

Oppewal and Timmermans (1999) study the effect of various shopping centres' design and management attributes on the study used a hypothetical combination of attributes in order to seek shopping preference. This study showed the significant impact on the pleasantness rating which were; the level of maintenance, the

attractiveness of window displays, the number of street activities, and the amount of greenery. However, this study uses customers' responses to hypothetical combinations of attributes of shopping malls, which may not be similar to shoppers' reactions to a real environment.

3.1.4 Socio- demographic of shoppers' behaviour within shopping environments

Consumer demographics are the external influence factors that include the consumer's gender, age, occupation, education, income, etc. Demographic factors are one of the external influences of consumer behaviour, which include gender, age, occupation, education, income, interest, and the likes (Sohail, 2013). If demographic factors reflect shoppers shopping motives, retailers can easily segment markets and respond to shoppers motives with a range of retail factors (Dhurup, 2008).

Shoppers can be classified in different ways based on several characteristics according to their shopping behaviour such as: gender, age, income, education. Gender remains an important factor in understanding shoppers' behaviour (Dholakis et al, 2002; Jamale et al, 2007; Tauber, 1972; Michon, 2007).

This section will review a literature mainly based on gender. Shopper typologies address a number of different variables, but what seems to be missing is the gender variable. Within the consumer, behaviour literature it has been a well-established fact for several years that men and women shop differently, or in other words that shopping is a 'gendered' activity (Hoeger, 2002). Male and female, due to their different upbringing and satisfaction along with various other social, biological and psychological factors depict different types of behaviour in various situations (Bakashi, 2012).

Tauber's research (1972) conducted an exploratory study based on in-depth interviews with 22 females and drew findings from their comments. Tauber (1972) classified motives for shopping into two main dimensions: personal and social motives. The personal motives according to Tauber (1972) are role playing, diversion, learning about new trends, physical activity, self-gratification and sensory stimulation. On the other hand, social motives are: social experiences outside home,

communication with others having similar interests, peer group attraction, status and authority and the pleasure of bargaining. Since Tauber's research (1972) numerous studies have been done on shopper shopping motivation by various researchers.

Joshi et al (2009) explored the possibility that there are gendered differences in mall shopping attitude and behaviour. The study indicated that, overall, women have a more positive attitude to mall shopping and they purchase fashion related categories more often than men do. Nevertheless, men visit more and spend more time and money. While most men and women spend 2-4 hours on an average at the malls, men reported spending more time and visiting frequently.

Women appear to find satisfaction or pleasure in shopping far more than men, while men have significantly more disdain for shopping than do women (Ogden, 2012). Research has revealed differences among US shoppers in how men and women search for information in support of their shopping decisions. There is strong recent evidence to confirm that real differences in the way that men and women approach shopping exist.

To identify the differences between shoppers' behaviour in Indian shopping environment according to gender, Pare et al (2010) examined combinations of motive of patronage and gender and their relationship with mall behaviour through exit interviews, which took place within four shopping malls. The results showed that women visit less frequent malls but spend a long time, whilst men visit the mall more frequently than women do.

According to Sohail (2013), in study to profile shoppers' characteristics and their influence on shopping attitude and patronage. The findings show that mall shoppers' attitude directly related to mall patronage. All of the shoppers' demographic characteristics used in the study had a significant relationship with the attitude toward mall shopping. The mean attitude score for females was a little more than that for males. Shoppers in the age group of 18-24 years had the highest attitude scores. Shoppers' with high school education have the highest score. In the income category, shoppers with monthly income of between SR 5000 to SR 9999 have the highest attitude score. Others having the highest mean scores in respective categories include, Saudis and those living in the Eastern region. From the findings of this

study, shoppers with the above characteristics are the target segment for mall shopping.

Dorson (2008) found out that demographic characteristics of shoppers such as age, income level and education affect store choice and there is a significant relationship between the shoppers' demographic variables and their store selection attributes. He revealed that gender, age, educational level, employment status, and estimated monthly income had significant influence on their store selection attribute. Whilst marital status and nationality has no significant effect on shoppers store selection attributes.

3.2 Shopping environments in Arab, Gulf and Middle Eastern Countries

During the last decades, cities in the Gulf have gone through an unprecedented transformation, which is most visibly apparent in architectural and urban new projects. While the suitability of such projects for the region's climate and cultural environment is under great scrutiny, the desire for modernization is overwhelming. A trend that brings about a wave of Western architecture that spread through all contemporary Gulf countries. Consequently, ventures that would give another comprehension and admiration to traditional architecture are imperative as well as setting another direction of advancement for government authorities and designers (Alrouaf, 2011).

Shopping environments in most of the Arab and Gulf countries have undergone a radical transformation over the past two decades, due to the rapid economic expansion in most of these countries, particularly in Gulf countries, and in UAE specifically. During the last few years, the economy has undergone dramatic changes and reforms that affected the average shopper's behaviour in most of the Gulf countries. One critical change was the increase of economic wealth, which translated to a change in shopping pattern from traditional souks to modern shopping malls.

As a result of this, the retailing landscape in these countries is being transformed beyond recognition. The traditional souks and bazaars are gradually being replaced by a vibrant modern retail sector that parallels any in North America, Europe or Asia (Al-Mahy, 2013). The emergence of these modern shopping formats on the retail

scene in the region has resulted in shopping becoming one of the major leisure activities for so many people and it is bound to have a significant impact on the shopping experience and the reasons people go shopping. The retail sector increase in United Arab Emirates is related to factors such as rapid economic growth, cultural differences, ethnic mix and lifestyle changes in UAE, furthermore the hot weather and humidity have changed (Alqahtani, 2010; El-Adly, 2006). With the growth of the mall industry and various new malls being built in Dubai, shoppers have tended to be more selective between different shopping malls.

Very little research has addressed shopping value in the Gulf region. To find out the factors that attracted shoppers to shopping malls in UAE, El-Adly (2006) determined the attractiveness factors of UAE shopping malls from shoppers' perspective and segmented shoppers according to these attractiveness factors. This study only surveyed UAE university staff as shoppers. Thus, the findings may not be representative of UAE shoppers in general. The findings revealed six attractiveness factors from shoppers' perspective: comfort, entertainment, diversity, mall essence, convenience and luxury. In addition, the research arrived at three mall shoppers segments, namely relaxed shoppers, demanding shoppers and pragmatic shoppers.

Another study by Singh et al (2013) explains the composition of shoppers' experience for mall shoppers of Dubai within: Dubai Mall, Mall of The Emirates, Deira City Centre and Mirdiff City Centre. The results of the study show that mall shoppers in Dubai view the shopping experience as a blend of five factors: ambience, physical infrastructure, marketing focus, convenience, and safety and security.

Comparing with Saudi Arabia as one of the Gulf countries that witnessed an accelerating increase in retail sector. Algahtani (2010) attempts to determine the relative importance of various attractiveness factors from the shopper's point of view for shopping as they relate to demographic variables within five shopping malls in Riyadh city in Saudi Arabia. The research showed eight factors have a positive effect for choosing a shopping mall among Saudi shoppers: social physical comfort, entertainment, exhibition diversity, conservative environment, convenience comfort, service diversity, luxury and ease comfort.

Cetin et al (2011) studied the relationship between the shopping behaviours and shopping spaces within traditional souk and contemporary shopping mall in Al-

Khobar (Saudi Arabia). This study clarified the relationship between differences of traditional shopping spaces from contemporary shopping places and differences of traditional behaviours of shopping from contemporary behaviours with the impact of the global economy on shoppers' behaviour. Based on questionnaires, behaviour mapping and observation of the behaviour of the shoppers within both types of shopping places, the research findings clearly reveal that 'Souks, as traditional shopping places, display more density, longer duration and slower speed of shopper behaviour in contrast to the less density, shorter duration and faster speed of shopper behaviour in malls. Souks, as traditional shopping places, display more integration to the surrounding when compared to the feeling of isolation observed in the malls. Souks appear to support more the social interaction amongst people, including retailers and customers, in comparison to malls. In addition, souks seem to encourage the involvement of both children and women within the whole shopping environment rather than the isolated zones as can be observed in malls'.

Jamal et al (2006) examined the reasons for shoppers to go shopping in Doha, Qatar to find the similarities and differences among shoppers based on their demographic and ethnic group membership. The questionnaire measured 13 shopping motivations: utilitarian shopping, hedonic shopping, social shopping, role playing, gratification seeking, adventure shopping, brand loyal orientation, value seeking, confusion, impulsiveness, high quality consciousness, brand consciousness and novelty. The study also sought measures to capture store satisfaction, frequency of shopping, amount of money spent, ethnic background and demographics. The findings revealed six clusters of shoppers: socializing shoppers, disloyal shoppers, independent shoppers, escapist shoppers, apathetic shoppers and budget conscious shoppers.

Al-Mahy (2013) explores the motives for people to go shopping in the Gulf region using the Kingdom of Bahrain as a case study. The study sets out to test a major hypothesis that, given the novelty of the modern retailing formats in the region, shoppers are more likely to stress the hedonic and social aspects of shopping than its utilitarian facets. Respondents' perception of shopping appears to be conditioned by two main factors: the novelty of the shopping habitats and the harsh desert climate of the region.

Other studies have looked upon the effects of physical shopping environments on Arab shoppers' behaviour within shopping malls. El-Sayed et al (2008) focused on a subset of physical surroundings factors among Egyptian shopping malls. The main finding of this research reveals no direct effect of interior design and dominance as an emotional state on shoppers' behavioural intention. The researchers referred that to the cultural differences, which play a huge role in this finding. Farrag et al (2010) studied how Egyptian shoppers perceive mall experience and the shopping activities performed at the mall. By using qualitative and quantitative methods, this study showed seven main shopping motives were identified which were three functional motives; safety, bargain hunting, and convenience and four hedonic motives which are entertainment, freedom, ,appreciation of modernity, and self-identity.

3.3 Conclusion

This chapter has aimed to shed light on shopping environment and shoppers' behaviour. The chapter reviewed the literature on shopping environments and behaviour within modern shopping malls and traditional market places. The conclusion of these studies showed that the environment has a significant effect on shoppers' behaviour within both types of shopping environment. It is the main purpose of this thesis to understand how shoppers behave within these two different shopping environments. Previous research has shown that shoppers go to shopping places for many reasons and there are some factors that motivate them and attract them to the shopping environment. This thesis will compare these reasons and factors with the findings from the respondents within Dubai Mall and Souk Naif, to find out the similarities and differences among shoppers' behaviour in UAE.

The literature review has discussed the relevant literature related to different shopping environments and shopping behaviour. The review of previous studies was described by different paradigms of environmental perception and assessment. The previous research studies were reviewed with regard to research components, study methods, cumulative results and theoretical explanations, which has helped establish the basis for the design of the thesis.

The main findings from the previous studies are: 1) the modern shopping environment has a strong effect on shoppers' behaviour, which has encouraged developers to pay great attention to the design and details to draw shoppers to spend time at the mall; 2) shoppers are motivated differently depending on their gender and age; and 3) a key gap in the literature is the scarcity of studies on shopping environment and shoppers' behaviour in Arab and Gulf countries in general, and about the shopping environment in Dubai specifically. Regarding the latter, there is only a study by El-Adly (2006), who studied attractiveness factors of UAE shopping malls from the shopper's perspective through a questionnaire.

This study was limited in that it surveyed UAE university staff as shoppers. Therefore, findings may not be representative of UAE shoppers in general. In contrast, this thesis involves different types of shopper within two different shopping environments: Dubai Mall as a modern shopping environment and Souk Naif as a traditional shopping environment. Thus, the results will be more representative of the wider population.

The other research that is most relevant to this thesis is by Cetin et al (2011). In their study, they intended to reveal the relationships between the morphological aspects of the traditional town centre and social attributes of the civic life in the city, with particular reference to the shopping district in Al-Khobar in Saudi Arabia. The results showed that shoppers at souks stay longer than at malls as well as they feel integrated with the surroundings more than in mall where they feel isolated.

From all the studies that have been done within shopping environments, there has been some study of both traditional and modern shopping environments in Middle East, but much less than in the west also showed that there has been very little studies done on both type shopping environments

The following chapter builds on the studies reviewed in this one, setting out methodology. It discusses the specific methodological issues and procedures that are derived from previous research. The methodology chapter describes research design, including data collection techniques, survey procedures and analytical methods.

Chapter Four: Research Methodology

4. Research Methodology

4.1 Introduction

This chapter describes in detail the methodological approach taken in this study to compare the spatial behaviour of the shoppers within two different shopping environments: traditional souks (markets) and modern shopping malls.

‘Methodology is the way in which theory, method, and theory of knowledge unite ideas to analyse particular programmes within the social and physical context.’ (Shawesh, 2000, p.88)

Zikmund (2000) views methodology as *‘the procedures for collecting and analysing needed information’* (p.64). McGrath (1982) defined it as an *‘attempt to develop a language for relationship between a methodological approach and the area to be studied’* (p.69). According to Berry (1983), research methodology is not just about data collection and the rules for evidence; it is more about the nature of explanation and the means by which explanations are produced. However, there is no one universally accepted scientific methodology, but rather a combination of methodological paradigms is used to form the methodology of the research undertaken.

Concerned with the form and methodology employed in the study, the first section in this chapter sheds light on the research approach and research methods. The second part of this chapter addresses the specific data collection methods including questionnaire and observation methods. The final section explains the field trip data collection that took place in Dubai Mall and Souk Naif in Dubai, UAE.

4.2 Research design: general consideration

After identifying the aim of the research and the research questions, the next step is to design the research in a way that the requisite data can be gathered and analysed to arrive at the answer of all research questions. A properly planned research design is

important in order to ensure the accuracy, confidence, and generalizability of the study.

The environmental behaviour field deals with the problem of people's behaviour and the environment. Specifically, environmental perception and assessment research can provide insight into how people view traditional environments and modern shopping environments, the meanings conveyed by these environments, and how people perceive these environments and interact within these, and with each other.

The research approach adopted in this thesis involved a qualitative and quantitative methodology. Using mixed methods here is an attempt to legitimate the use of multiple approaches in answering research questions, rather than restricting or constraining researchers' choices, which will be used also in understanding and describing the world of human experience (Neill, 2006). Mixed methods research is the type of research in which a researcher or team of researchers combines elements of qualitative and quantitative research approaches (e.g., use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques) for the broad purposes of breadth and depth of understanding and corroboration (Bryman, 2012).

Moreover, these methods are more concerned with understanding why people behave as they do: their knowledge, attitudes, beliefs, fears, etc. For this purpose a questionnaire was used derived from previous literature. The questionnaire allowed collection of primary data obtained directly from the respondents.

The methods used refer to different aspects of human spatial behaviour (e.g. observable patterns and interpretative investigation of motives and habits) and are to complement one another. Following the assumption that to a certain extent the individual behaviour of a person is influenced by the context a subject is acting within, the researcher decided to observe people in a shopping environment without the knowledge of those being observed, which is largely their behaviour influenced by different contexts. The theory of behaviour settings states that individual behaviour can be better explained by the current environment than by individual characteristics.

Especially applied problems, like the factors influencing human behaviour are so various and complex that it appears highly recommendable to benefit from the

strengths that different methods offer. Nevertheless, it should not be ignored that different kinds of methods may carry different types of error. Therefore, the selection and combination of specific methods used in empirical surveys has to be well-grounded (Millonig, et al, 2008).

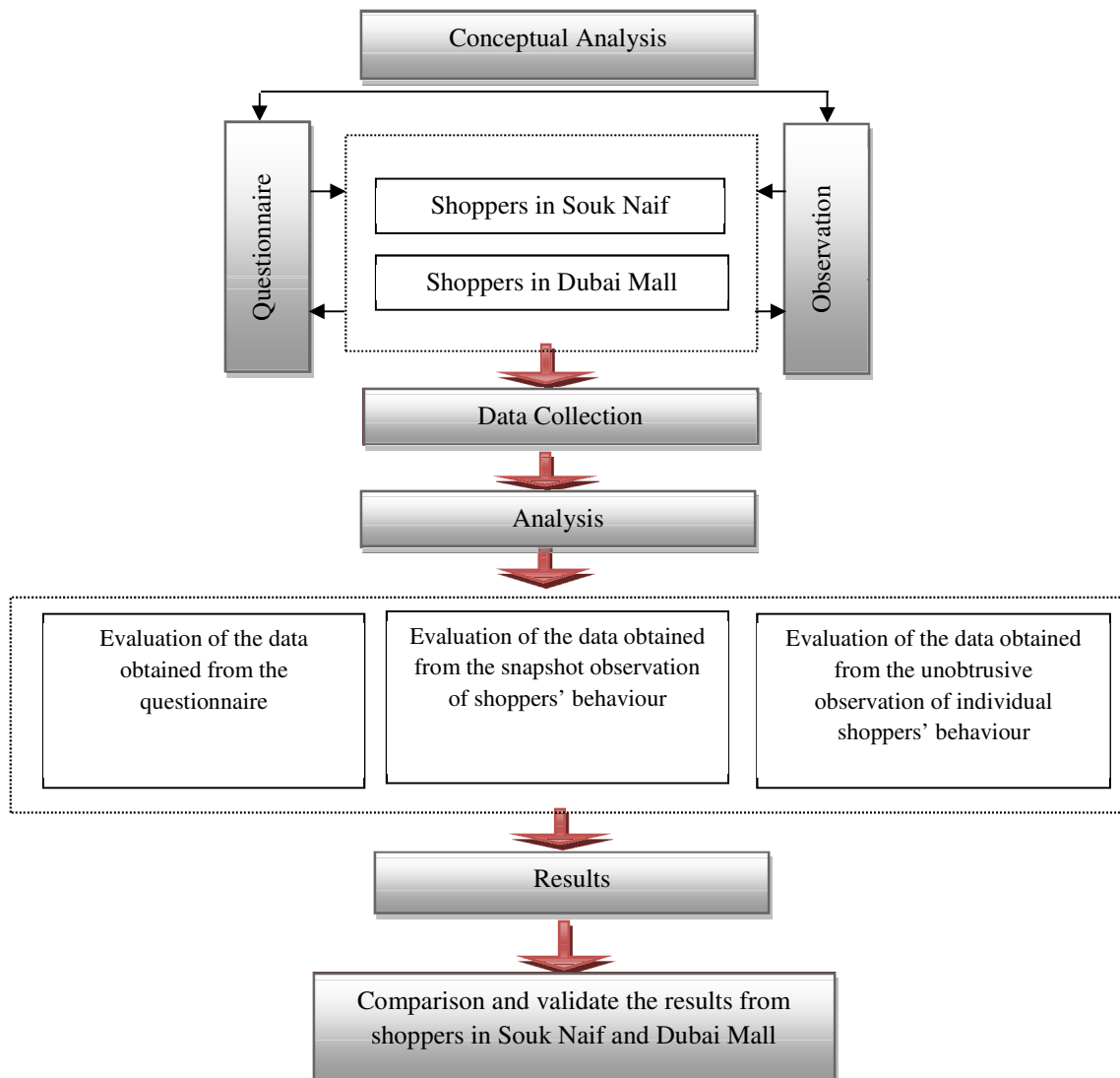


Figure 4.1: Research methods diagram

4.3 Qualitative and quantitative methods (general)

A starting point in trying to understand the collection of information for research purposes is that there are two broad approaches: quantitative research and qualitative research. Qualitative and quantitative methods are not opposite but can be combined to obtain fruitful conclusions in the study of behaviour (Bryman, 2007). Figure 4.2

Qualitative research is concerned with developing explanations of social phenomena, focusing on meaning and experiences. That is to say, it aims to help us to understand the social world in which we live and why things are the way they are. It is concerned with the social aspects of our world from a qualitative perspective, and seeks to answer questions about:

- Why people behave the way they do.
- How opinions and attitudes are formed.
- How people are affected by the events that go on around them.
- How and why cultures and practices have developed in the way they have (Hancock et al, 1998).

Quantitative research methods attempt to maximize objectivity, replicability, and generalizability of findings, and are typically interested in prediction. Integral to this approach is the expectation that a researcher will set aside his or her experiences, perceptions, and biases to ensure objectivity in the conduct of the study and the conclusions that are drawn. Key features of many quantitative studies are the use of instruments such as tests or surveys to collect data, and reliance on probability theory to test statistical hypotheses that correspond to research questions of interest (Harwel, 2011).

Researchers focussing on human spatial behaviour have used a variety of different methods to register and assess the motion behaviour of people. In recent years, the use of qualitative and quantitative methods in studying the same phenomenon has received significant attention among the scholars and researchers. First attempts to analyse people spatial behaviour in the 1960s mainly employed direct observations and questionnaires as usual methods of data collection (Charoenruk, 1994). Direct observations, also known as behavioural mapping or ‘tracking’, were first employed for studies concerning the movement behaviour of visitors in museums and exhibitions. Questionnaire survey techniques have primarily been used to collect data concerning pedestrian route choices, modal split, and other transportation issues (Millonig et al, 2008).

In recent years, several technology-based methods have been developed either to track individual routes within a large environment using digitally based localisation techniques, or to investigate microscopic walking patterns using video analysis. These, however, require use of cameras that can be expensive, obtrusive, and require specific permissions. These factors contributed to such methods not being considered suitable for this research.

All empirical techniques used in spatial-temporal behaviour research possess their advantages and drawbacks. Methods focussing upon the investigation and interpretation of visible behaviour fail to reveal motivations and intentions underlying pedestrian activities. Other techniques such as questionnaires and interviews aim at the collection of data concerning route decisions and individual habits, motives, and intentions. However, as human behaviour is never fully determined by verbalised structures, the accuracy and validity of information gathered from questionnaires may suffer.

Therefore, a combination of several complementary empirical techniques appears to be appropriate. In our current project, an across-method triangulation of several qualitative and quantitative methods is applied. The research methods will be divided into two stages: the first stage is based on qualitative methods, which include literature review, analysis of documents, and physical survey of the buildings, in order to address research objectives 1 and 2 (see sections 4.6.2 and 4.6.3 below); and the second stage combines quantitative and qualitative methods which address research objective 3 and 4, including a questionnaire (mostly quantitative, with a couple of questions focusing on reasons for people's behaviour and motivations) and two types of unobtrusive observation – snapshot and individual behaviour mapping (qualitative methods which generate quantitative data), see sections 4.6.4 and 4.6.5.

4.4 Triangulation

Triangulation refers to the *'use of more than one approach to the investigation of a research question in order to enhance confidence in the ensuing findings and is one of the several rationales for multi-method research'* (Bryman, 2004, p.114).

'Triangulation' is a process of verification that increases validity by incorporating several viewpoints and methods. In the social sciences, it refers to the combination of two or more theories, data sources, methods or investigators in one study of a single phenomenon to converge on a single construct, and can be employed in both quantitative (validation) and qualitative (inquiry) studies (Yeasmin et al, 2012). The idea of triangulation is very much associated with measurement practices in social and behavioural research. An early reference to triangulation was in relation to the idea of unobtrusive method proposed by Webb et al (1996), who suggested that *'Once a proposition has been confirmed by two or more independent measurement processes, the uncertainty of its interpretation is greatly reduced. The most persuasive evidence comes through a triangulation of measurement processes'* (p.3).

'Triangulation' provides researchers with several important opportunities. First it allows researchers to be more confident of their results. This can play many other constructive roles as well. It can stimulate the creation of inventive methods, new ways of capturing a problem to balance with conventional data collection methods.

As a result, it has become an accepted practice to use some form of 'triangulation' in social research. In the social sciences, the use of 'triangulation' can be traced back to Campbell and Fiskel (1959). This was later developed by Web (1966) and elaborated by Denzin (1970) beyond its conventional association with research methods and designs (Yeasmin et al, 2012).

Denzin (1970) extended the idea of triangulation beyond its conventional association with research methods and designs. He distinguished four forms of triangulation:

1. **Data triangulation**, which entails gathering data through several sampling strategies, so that slices of data at different times and social situations, as well as on a variety of people, are gathered.
2. **Investigator triangulation**, which refers to the use of more than one researcher in the field to gather and interpret data.
3. **Theoretical triangulation**, which refers to the use of more than one theoretical position in interpreting data.

4. **Methodological triangulation**, which refers to the use of more than one method for gathering data. This form of triangulation has been used in this research.

Triangulation is sometimes used to refer to all instances in which two or more research methods are employed. Thus, it might be used to refer to multi-method research in which a quantitative and a qualitative research method are combined to provide a more complete set of findings than could be arrived at through the administration of one of the methods alone. However, it can be argued that there are good reasons for reserving the term for those specific occasions in which researchers seek to check the validity of their findings by cross-checking them with another method.

For the current project, a combination of qualitative and quantitative methods following the concept of ‘across-method’ triangulation (Jakob, 2001) is used. The methods refer to different aspects of human spatial behaviour (e.g. observable patterns and interpretative investigation of motives and habits) and are to complement one another:

1. **Questionnaire: close-ended questionnaire:** The advantages of closed-ended questions are more easily analysed. Every answer can be given a number or value so that a statistical interpretation can be assessed. Closed-ended questions are also better suited for computer analysis (Bryman, 2004).
2. **Unobtrusive Observation:** Non-participatory, unobtrusive, structured observation. This method allows the observation of the ‘natural’, un-swayed spatial behaviour of people. However, only visible behaviour can be recorded; intentions and motives cannot be unveiled.
3. **Behavioural mapping:** Behaviour mapping is an unobtrusive, direct observational method for recording the location of subjects and measuring their activity levels simultaneously.

Triangulation was achieved through comparing the observed patterns of behaviour (through observation) with the behaviours and reasons for these reported by questionnaire respondents.

4.5 Validity of the research

Joppe (2000) provides the following explanation of what validity is '*Validity determines whether the research truly measures that which it was intended to measure or how truthful the research results are. In other words, does the research instrument allow you to hit "the bull's eye" of your research object? Researchers generally determine validity by asking a series of questions, and will often look for the answers in the research of others*' (Joppe. 2000, p.1).

O'Leary (2004) further elaborates that validity is premised on the assumption that what is being studied can be measured or captured, seeks to confirm the truth and accuracy of any findings or conclusions drawn from the data, indicates that the conclusions drawn are trustworthy and indicates that the methods warrant the conclusions.

According to Anderson (2004), no one project is going to be able to produce findings that are 100 % reliable and valid. However, it is necessary to address these issues in order to be able to determine an approach to data-gathering that indicates that an attempt was made to take an open-minded approach to gathering data, that steps were taken to minimise the limitations of the study and to maximise its credibility. Based on the above, a planned approach to gathering the required data was followed. The research compared the results from triangulation method to maximise the validity of the study, and to justify the research results.

4.6 Research design: specific techniques used in this research

Table 4.1 explains the methods that were used to collect data and achieve each objective.

Objectives	Methods
To trace the historical development of shopping environments in Dubai, including the traditional souks and the recent shopping malls.	-Documents gathered from key informants and sources.
To analyse and characterize the physical environment of shopping environments in Dubai.	- Analyses of the built form - Physical mapping
To assess the socio-spatial behaviour among the different users of the shopping environment in traditional souks and shopping malls in Dubai.	-Questionnaires
To analyse the relationships between physical environment, social behaviour and activities within the two types of shopping environment and draw conclusions on the transformation in how people in the Middle East are using shopping environments	-Visual Snapshot observation) Unobtrusive observation of individual shoppers

Table 4.1: Research objectives and the methods used to achieve them

4.6.1 Use of documents from key information sources

Documents ('grey literature') were used to collect the data about the historical developments of Dubai and the shopping environments and their contents in order to draw conclusions about shopping environments in Dubai. Documents such as reports and maps were collected from Dubai Municipality and Dubai Library.

4.6.2 Physical mapping and analysing of built form

To understand how the physical elements of shopping environment affect shoppers' behaviour and how they interact and react in two different shopping environments, in this research some external and internal physical elements were analysed such as

location, surroundings, accessibility, façades, parking, entrances, circulation, lighting, and planting.

4.6.3 Questionnaire

A questionnaire is defined as a document containing questions and other types of items designed to solicit information appropriate to analysis (Babbie, 1990). Questionnaires are equally used in survey research, experiments, and other modes of observation. Anderson (2004) contends that surveys using questionnaires are perhaps the most widely used data-gathering technique in research and can be used to measure issues that are crucial to the management and development of human resources, such as behaviour, attitudes, beliefs, opinions, characteristics, expectations and so on.

a) Questionnaire Design

The researcher used a structured close-ended questionnaire to collect data on shoppers' characteristics, behaviour and motivations – i.e. information that is not directly observable. Because Dubai is a cosmopolitan city, the questionnaires were constructed in English language first and then translated into Arabic language to make it very clear to the respondents. The time respondents take to complete the questionnaire depends on the type of respondent, however the questionnaires were designed so as to only require up to five minutes completing.

Specific questionnaires were used in Dubai Mall and in Souk Naif. Both had nineteen questions addressing the same issues, but minor details were specifically tailored to each of the two shopping environments. Most of the questions were based on Ahmed et al (2006) and Jasper et al (2007).

The questionnaire was divided into three sections, as follows:

1- The first section: gathering general demographic information about the shoppers such as gender, age, nationality, occupation and income level. This part was very important to discover the shopper's typology.

2- The second section: about the shopping behaviour. In this part, the questions revealed the shoppers' behaviour at the two different shopping environments, such as

shopping frequency, preferred time for shopping, duration of visit at the mall and at some specific areas inside the mall and the souk.

3- The third section was about the shopping motives and perceptions. This part recorded the shoppers' purpose of the visit, feelings about the shopping environments and parts within them, and environmental (and other) characteristics of the shopping environment which they find attractive.

The questionnaire was distributed to shoppers at Souk Naif and Dubai Mall systematically. The researcher stood at the exit of each place and counted from one to three and stopped the fourth person entering the space. Then she introduced herself as a PhD student at Heriot Watt University, Edinburgh and asked him/her to fill the questionnaire by him/ herself. This process was repeated after each questionnaire had been completed and returned to the researcher.

a.1 Analysis of the questionnaire

According to Heather (2003), quantitative analysis of the question responses obtained from a questionnaire need to be summarised and portrayed clearly. Furthermore, most empirical studies are analysed on a statistical basis to offer the researcher the opportunity to analyse the responses and identify whether the results are skewed.

Statistical analysis using the Statistical Package for Social Sciences (SPSS), version 15.0 for Windows was undertaken to process the raw data obtained from the questionnaires.

a)Behavioural mapping through unobtrusive observation

a.1) Visual snapshot observation

Behaviour mapping is an objective method of observing behaviour and associated built environment components and attributes. It is an unobtrusive, direct observational method for recording the location of subjects and measuring their activity levels simultaneously (Cosco et al 2010).

Behaviour mapping, also known as activity mapping, allows the study of people's activities in a specific area for a predetermined amount of time. Behavioural mapping is a type of systematic observation research that tracks behaviour over space and time. The tracking may focus on a particular place or be based on an individual's movements. Behavioural mapping relies on characteristics that are readily observable, such as approximate age, sex, whether the individual is alone or in a group, and what he or she is doing. The record can be constructed using time-lapse photography, video, or with prepared diagrams on which an observer records individual's locations.

Behaviour always occurs in some place, within the limits of some physical surroundings. Behavioural mapping as defined by Ittelson et al (1976) is a study which relates various aspects of behaviour to the physical spaces in which they are observed, and it is a technique for studying environmental influences on behaviour. Ittelson et al (1976) suggested two techniques of behavioural mapping:

- The architect's floor plan method.
- The tabular form: a table is used in which rows represent physical locations and columns represent behaviour, the intersection point marked is an indication the behaviour occurring in that space. Graphical and pictorial representations are other possible ways of conveying the message.

In this research, the object of the behavioural mapping is to assess the character of the activities within the old souk and the shopping mall, and relate the association between the setting and behaviours: how these activities are related to the physical environment and their spatial relation (Coates et al, 1972).

According to Rapoport (1977), this type of analysis enables one to specify the characteristics of behaviour setting systems for various purposes and social groups. Shopping environments provide a setting for activities such as buying, selling, looking, sitting, walking, talking/chatting, eating and drinking, so certain appropriate physical configurations are more likely to achieve this than others, and some may be so inhibiting as to stop behaviour.

In order to undertake such behavioural mapping, several key spaces were selected in each of the two case study shopping environments to carry out ‘snapshot observations’. The same spaces were used for unobtrusive observation of individual shoppers, which is explained in b.2 below.

In Souk Naif both snapshot observation and unobtrusive observation of individuals took place in three key spaces: Main Entrance (Gate 1), Women’s’ wear section, and Gate 2 (restaurant and café). These spaces were chosen because they are the main ‘public’ spaces within Souk Naif. In Dubai Mall observations took place in four key spaces: the Main Entrance, the Gold Souk, the Ice Rink and the Waterfall. These were chosen to explore different types of ‘public’ space within the mall, ranging from purely functional such as the Main Entrance, through a ‘replica’ of a traditional shopping environment such as Gold Souk, to entertainment spaces such as the Ice Rink and the Waterfall. Dubai Mall has other ‘entertainment’ spaces, which were potential candidates for observation, such as the Aquarium, but these were not selected mainly for practical reasons (e.g. low visibility in the Aquarium space, which did not facilitate observation).

In Souk Naif two observation points were chosen on the Ground floor at Gate1 and Gate 2. In the women’s’ wear section the observation took place from four obvious points from the top floor (see figure 4.2).

In Dubai Mall, the observation took place from the first floor, where the observer could look down into the three places (Main entrance, Ice rink and the waterfall); whilst within the Gold Souk the observation took place inside the space (see figure 4.3).

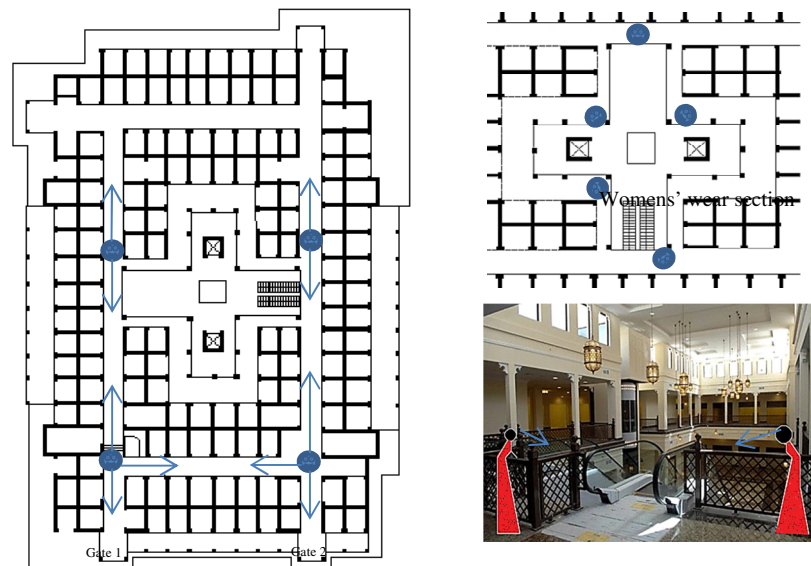


Figure 4.2: The blue dot's represent the viewing points for snapshot observation in Souk Naif. Source: author

The snapshot observation took place three times (morning, afternoon and evening) on the weekdays and weekends for two minutes before starting observing individual shoppers' activities. The researcher was carrying a clipboard, with a map of the place and counted the activities and wrote the number in the place that the activities occurred and gave each activity a symbol (see table 6.2 in chapter six).

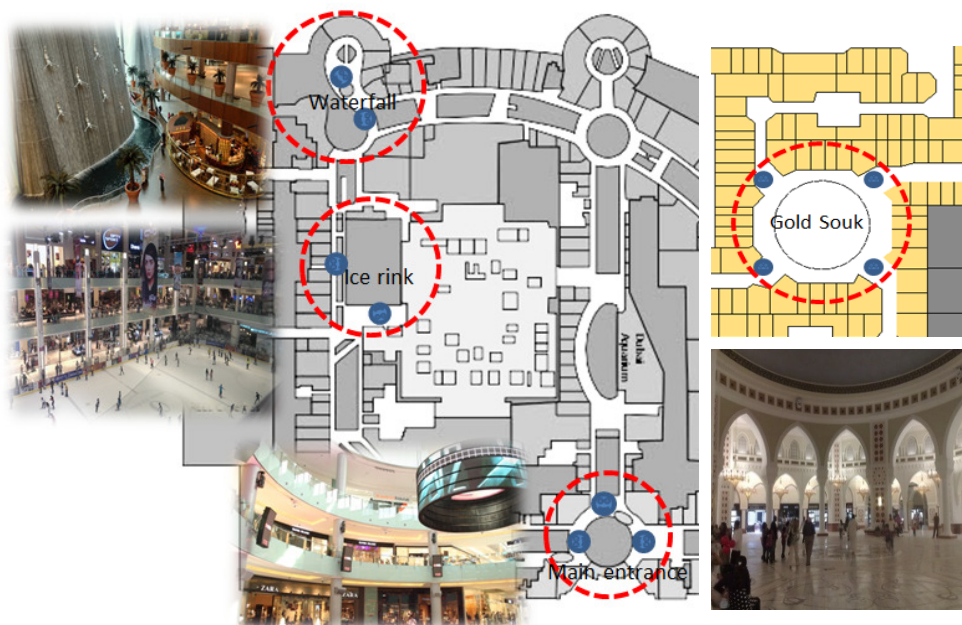


Figure 4.3: The blue dot's represent the viewing points for snapshot observation in Dubai Mall. Source: author

b.2) Unobtrusive observation of individual shoppers

In many situations, the purpose of observation is to summarize and simplify the activities and relationship in a social setting. However, in general several elements are of interest in most social settings:

- 1- The participants: the observer wants to know who the participants are.
- 2- The setting: social interactions may occur in different settings.
- 3- The purpose: is there some official purpose that has brought the participants together.
- 4- The social behaviour: the observer wants to know what actually occurs, what do the participants do? How do they do it? What whom and with what do they do it?
- 5- Frequency and duration: the observer wants to know the answer to such questions as these: when did the situation occur? How long did it last?

Gehl (2002) categorises the activities by observing how people use the public space and their movement within a given space during day and night. The following measures are required to analyse the sociability of shopping spaces:

- Note form and location of activities provided and approximate volume of pedestrians that such activities attract.
- Observe/note age groups of people, their activity (e.g. sitting, looking, eating, talking) and the location within the public space.
- Map user location/density within the shopping environment in a shoppers accumulation map.

Observing behaviour means systematically watching people use their environments: individuals, pairs of people, small groups, and large groups. What do they do? How do activities relate to one another spatially? And how do spatial relations affect participants? At the same time, observers of environmental behaviour look at how a physical environment supports or interferes with behaviours taking place within it, especially the side effects the setting has on relationships between individuals or groups (Zeisel, 2000). It is useful to describe observation as having five dimensions: the behaviour, the environment, the time, the observer and the record of observation.

Both qualitative and quantitative researchers use unobtrusive research methods. Unobtrusive methods share the unique quality that they do not require the researcher to interact with the people he or she is studying. It may seem strange that sociology, a discipline dedicated to understanding human social behaviour, would employ a methodology that requires no interaction with human beings (Blackstone, 2012). One justification for the use of unobtrusive methods lies in the methodological weaknesses of interviews and questionnaires (Bryman, 2004). The other reason for using the unobtrusive observation method is that the shoppers may change their behaviour if they know they are being observed.

Summarising from the above, and focusing on the research objectives of this research, the unobtrusive observation sought to collect data on the following: density of occupation of key spaces and activities taking place in these spaces (both static and movement activities including interacting with others and with the environment), through ‘snapshot observations’; and individual behaviour (ie activities and movement including speed, length of stay and interactions with others, but not outward expression of feelings, mood, etc) through observation of randomly selected individuals. These observations took place in key spaces in both shopping environments, selected as explained above.

b.2.1) Behaviour observation forms

Two behaviour observation forms were developed by the researcher to collect data in the case study shopping environments: form A to record the social activities of individual shoppers, which includes a small diagram to record shopper movement; and form B, which includes a diagram of the observed area to record the density of shoppers at different times and days.

The first created coding sheet (see appendix A) consists of eight characteristics that were observed and recorded:

- **Date:** The date of the observation.
- **Observation Number:** the researcher gave each recorded observation a number for ease of reference in the analysis.

- **Access and exit points:** the researcher chose to sit in cafes located in the study areas observing shoppers who came from the entrances. The shoppers were selected randomly by counting from one to three and selecting the fourth shopper who entered the place. The researcher then started observing the shopper from her/his entry point to the space and observed and followed them visually until they left the space. The time of observation was 5 minutes for each shopper and, in cases where the shopper stayed more than 5 minutes, the researcher moved on to the next shopper.
- **Time starting the activity and finishing it:** the times that shoppers' stay in the space begun and ended was recorded.
- **Age:** the observer could not determine the exact age of the shopper accurately, so the researcher used an approximate description such as: Elderly, Mature, Youth and Teen.
- **Gender:** Whether the shopper is male or female.
- **The activities:** Based on some previous studies that have dealt with shopper behaviour, the form gave social activity options that were expected to be observed in the souk and the shopping mall. These included browsing (shop window), standing, sitting, talking on the phone, playing, talking with shopkeepers, eating, drinking, relaxing and entering shops.
- **Places of occurrence of the activities:** in this column the researcher recorded the places that the activity occurred in.

4.7 Pilot study

A pilot study is a small methodological test (Kim, Yujin), a version of the main study that is run in miniature to test whether the components of the main study can all work together, '*..test of the methods and procedures to be used on a larger scale if the pilot study demonstrates that the methods and procedures can work.*' (Thabane, et al, 2010, p.1). Pilot testing is strongly advised by Anderson (2004), as a survey which is inappropriately designed is likely to generate data that will be of little value. With reference to unobtrusive observation and behavioural mapping, the main purpose to pilot is to reveal if there are any weaknesses or deficiencies in the observation sheet.

The research field data collection therefore began with a pilot study to test and refine the observation sheet and to record the occurred social behaviours in a shopping centre, to identify a location conducive to direct unobtrusive observation. This sheet was tested at two places: Livingston outlet designer shopping centre, near Edinburgh and St James Centre in Edinburgh.

During testing of the individual observation sheet, the researcher spent extra time during the observation to search for specific activities listed on the sheet, rather than keeping her eyes on the shopper, which made it difficult to record all the activities that occurred during the period of observation. Accordingly, the researcher made amendments on the observation sheet, resulting in the activities being written by the researcher instead of being chosen from a list, to save time (see appendix A).

4.8 Data collection procedures

Before going to Dubai, the researcher prepared a fieldwork plan to optimise the use of time and amount of data collected. The field trip took place from 14th April to 15th May 2012. The data collection procedure at the two shopping environments in Dubai – Dubai Mall and Souk Naif – was as follows:

- **First week: getting authorisation and initial in-depth interviews**

Although the researcher already had promises to facilitate her field trip in Dubai, she spent the first five days from the field trip making contacts and arranging appointments to get personally the authorisation from the manager and the security staff to do the observation and the questionnaire, and to provide them with all the documents that they needed from the university.

- **Second week: fieldwork at Souk Naif, UAE**

Places	Main Entrance			Women clothing section			Cafe shop and sitting area		
Time	Am	Pm	Eve	Am	Pm	Eve	Am	Pm	Eve
Friday	√				√				√
Saturday		√				√	√		
Sunday	√				√				√
Monday		√				√	√		
Tuesday			√	√				√	
Wednesday	Writing and arranging the collected information								
Thursday	Off Day								
Friday			√	√				√	

Table 4.2: The survey procedure at Souk Naif, Dubai, UAE . Source: the author

As shown in Table 4.2, the fieldwork at Souk Naif took around 6 days. The researcher needed 3 weekdays and 3 weekend days (normally in Dubai Friday and Saturday are holiday) to accomplish the observation, which took place within 3 main places inside Souk Naif: the main entrance (Gate 1), the women's clothing section, and the cafe shop and sitting area (Gate2). The questionnaires were distributed during the intervals between the observations. 102 questionnaires were collected from the respondents.

- **Third week: field work at Dubai Mall, UAE**

The work in Dubai Mall took 7 days, as shown in Table 4.3. The researcher needed 4 normal days and 3 weekend days to accomplish the observation, which took place within 4 main places inside Dubai Mall: the main entrance, the gold souk, the water fall and the ice rink. The questionnaires and interviews completed during the intervals between the observations. 124 questionnaires were collected from respondents in Dubai Mall.

Places	Main Entrance			Gold Souk			The Water Fall			Ice Rink		
Time	Am	Pm	Eve	Am	Pm	Eve	Am	Pm	Eve	Am	Pm	Eve
Saturday	√				√				√			
Sunday		√				√				√		
Monday			√				√				√	
Tuesday				√				√				√
Wednesday	√				√				√			
Thursday	Writing and arranging the collected information											
Friday			√				√				√	
Saturday		√				√				√		

Table 4.3: The survey procedure at Dubai Mall, Dubai, UAE. Source: the author

- **The procedure of unobtrusive observation of shoppers' social behaviour at Dubai mall and Souk Naif.**

Before starting the observation of individual shoppers' behaviour by using the coding sheet A, the researcher carried out the visual snapshot observation by using the map of the souk and the mall (form B) respectively. The researcher walked through the place and observed the social activities, the number of people who were in that place, what were their activities, and where these activities occurred. Snapshot observations in Souk Naif and Dubai Mall were therefore undertaken at three times a day, at 9 am, 2 pm and 6 pm, for each of the observed spaces.

4.9 Conclusion

This chapter has outlined the research design, methodology and the methods used in this research including procedures, data collection tools, data collection and analysis methods, validity and the fieldwork plan to collect data about shopping environments and shoppers' behaviour within two different shopping environments in Dubai, UAE.

The research design for this study was a descriptive and interpretive case study that was analysed through qualitative and quantitative methods using descriptive statistics.

Chapter five: Physical analysis of Souk Naif and Dubai Mall shopping environments

5 Physical analysis of Souk Naif and Dubai Mall shopping environments

5.1 Introduction

This chapter will achieve the second objective which is: analyse and characterize the physical environment of shopping environments in Dubai.

Atmosphere is created by the interaction between the location's physical attributes and shoppers' subjective perceptions. Therefore, atmosphere is reflected in shoppers' reactions to the physical environment and is related to their behaviour. Within the shopping environment, atmospheric aspects such as decor, lighting, space, colours and music stimulate shoppers.

The shopping environment could affect shoppers' behaviours in several ways as mentioned in the literature review (chapter three). In order to understand the relationships that exist between shoppers' perceptions of two different shopping environments in Dubai and their emotions, satisfaction, and behavioural intentions with respect to that shopping setting, and how the shopping environments are related to the spatial behaviour and activities that take place in the shopping spaces, this chapter will analyse: (a) key physical characteristics of Dubai Mall and Souk Naif, and (b) the physical environments in each of the spaces where the surveys were carried out.

5.2 Physical analysis of key features in the shopping environments of Souk Naif and Dubai Mall

This section analyses and compares some physical characteristics of both Dubai Mall and Souk Naif. The analysis covers: location and accessibility, layout, circulation (including approach and internal configuration of the paths), the size of the shops and the main open spaces within the building, and exterior and interior design.

5.2.1 Location

Shopping site selection is a very important decision. Location is usually one of the most important elements influencing shoppers' choice in using a store (Karadeniz 2009).

From figure 5.1, Souk Naif is located in the ancient and historical district in Dubai called Deira (the traditional commercial centre of Dubai and the Creek). The souk is located near to the Creek where most of the traditional souks in Dubai are located.



Figure 5.1: Souk Naif location, Dubai, UAE. (Source: <https://maps.google.co.uk/maps?q=dubai>)

As shown in figure 5.2, Dubai Mall is located in a new part of Dubai called Downtown Dubai. This area, in addition to Burj Khalifa and souk albehar, is occupied by world class banks and other private business. Dubai Mall has the strategic advantage of being located near the very famous Burj Khalifa (Khalifa tower), the world's tallest tower and one of Dubai's landmarks (Salama, 2013).

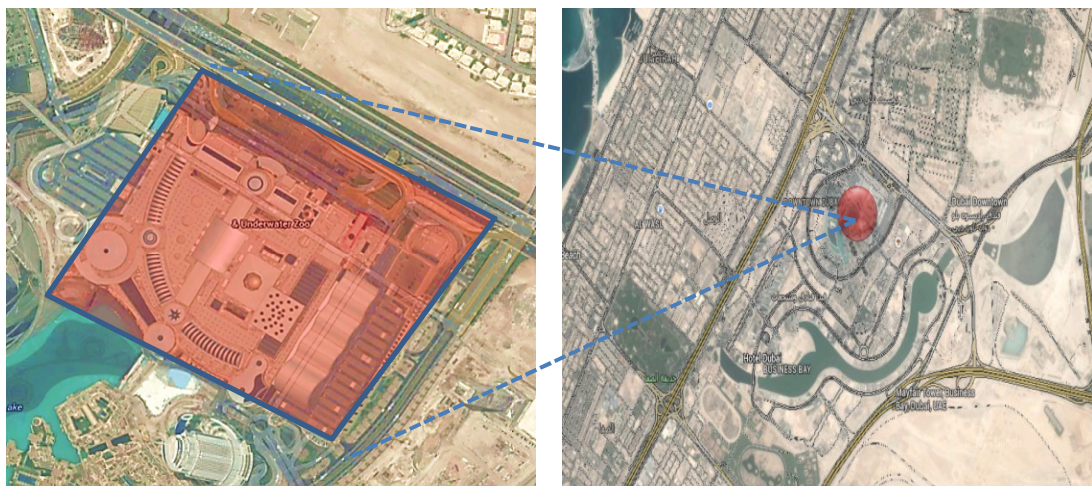


Figure 5.2: Dubai Mall location, Dubai, UAE. (Source: <https://maps.google.co.uk/maps?q=dubai>)

5.2.2 Accessibility and surroundings

Accessibility has been identified as one of the key issues for consideration when assessing the potential location of shopping malls. It affects how easily shoppers can visit and be encouraged to return, how the goods can be delivered to supply the shops and means of safety and security of the occupants.

As can be seen from figure 5.3, Souk Naif can be accessed through Al Deira Street, which is a narrow street linking to 27th street, and through 6 A street. At both ends of this street there are bus stations which the visitors can use to access the souk. Another way to access to the souk is through Baniyas metro station, which is two blocks away from the souk.



Figure 5.3: Access to Souk Naif: map and views of key access routes. (Source: Author)
 Above (left): access to the souk through Deira street. Below (left): Baniyas bus station.
 Above (right): shows Naif road. (Source: <http://dubaimetro.eu/featured/6380/rta-to-ease-gridlock-in-business-districts>) Above (middle): Baniyas street. Below (right): Baniyas bus station. (Source: <http://www.panoramio.com/photo/57576168>)

The Souk is surrounded by Naif Castle, wholesale shops, Al Manal shopping centre, Al Wasl shopping centre and Deira mosque, in addition to some hotels (see figure 5.4).



Figure 5.4: Souk Naif surroundings. (Source: Author)

On the other hand, as shown in figure 5.5 Dubai Mall can be accessed through Sheikh Zayed road and through Sheikh Mohammed Bin Rashid road which provides also easy access to Dubai Financial Centre, Burj Khalifa and to Dubai Airport. Also people can access to the mall by private car, bus, taxi and through Burj Khalifa metro station which was recently linked to the mall by a 820 m long covered bridge.

The mall is surrounded by Burj Khalifa, Souk Al-Bahar, Burj Khalifa lake, Financial Center building, administrative buildings, and hotels.



Figure 5.5: Access to Dubai Mall and surroundings map
 (source: www.keywordpicture.com), Sheikh Zayed road picture (source:
http://www.tripadvisor.co.uk/Hotel_Review-g295424-d2407420-Reviews-Millennium_Plaza_Hotel_Dubai-Dubai_Emirate_of_Dubai.html). Qamardeen Hotel(
 source: <http://gt-group.ge/index.php?page=qamardeen-hotel>). Souk Al bahar (source:
http://whichschooladvisor.com/review_article/gems-american-academy-abu-dhabi/).
 Financial Centre road (source: Burj Khalifa (source: www.keywordpicture.com). Al Manzil
 Hotel (source: http://www.tripadvisor.co.uk/Hotel_Review-g295424-d644534-Reviews-Manzil_Downtown_Dubai-Dubai_Emirate_of_Dubai.html)

5.2.3 The layout of Dubai Mall and Souk Naif

- Building Form

The concept of Souk Naif comes from the rectangular shape. The Souk comprises an area of 6125 m² with about 218 shops distributed on two floors – 111 on the ground floor and 107 on the first floor – in addition to restaurants, cafeteria for traditional snacks, a prayer hall for women, and internal and external squares for kiosks, (see figure 5.6). In fact, Dubai Mall bigger than Souk Naif nearly 18 times, not as shown in the figure below. The Mall houses the world's largest indoor aquarium, features an all-weather shopping environment, indoor adventure park, and Olympic-sized ice skating rink. The gross floor area spreads 1,124,000 m² over four levels. The mall became the largest in the world — a single, continuous volume housing 1200 shops and parking for 14,000 vehicles supported by a network of roadways.

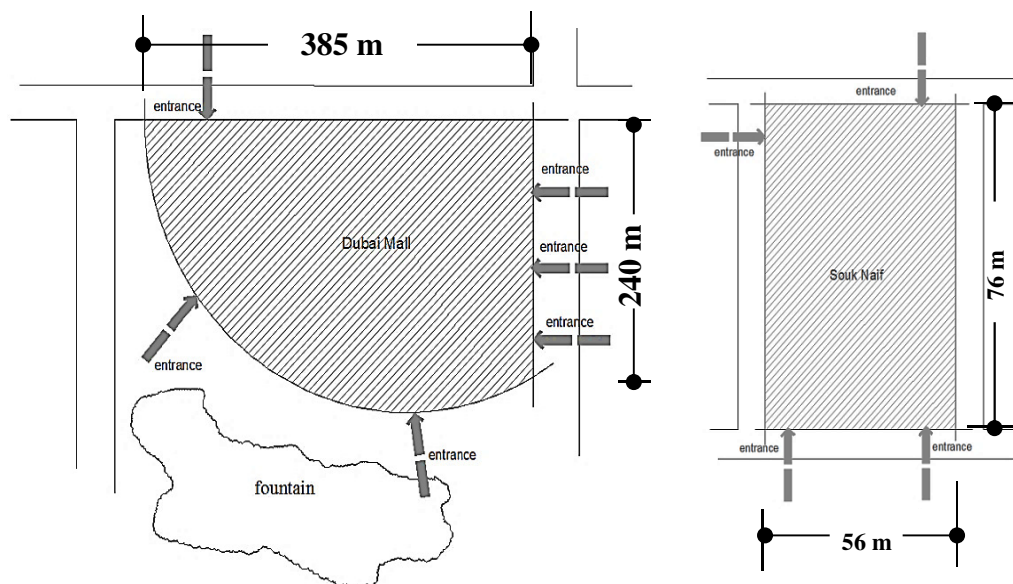


Figure 5.6: Left: shows the shape of Dubai Mall's form. Right: shows the shape of Souk Naif form. These are not drawn to the same scale. (Source: Author)

- Circulation

Circulation facilities in buildings are a space-forming element that is applied to accommodate the needs of users' movement, both in horizontal circulation and vertical circulation (circulation between floors) (Kusumarini et al, 2012). Horizontal circulation facilities in Souks in general are flat corridors, which are often with flat or arched roof and covered to protect people from the weather. Horizontal circulation facilities in malls can be flat (or with gentle slope) corridors as well as bridges that use different types of material. Vertical circulation facilities in malls can include stairs, ramps, lifts (elevators), escalators and others. In malls, the circulation facilities (both horizontal and vertical) can also become part of the building structure and be used in its composition as aesthetic elements (Kusumarini et al 2012).

a) Approach

The first phase of the circulation system, before passing into the interior of the building, is the approach. The approach and entrance can vary in duration from a few paces through a compressed space, to a lengthy and circuitous route (Ching, 2007).

Entrance is a space-forming element of space building that is applied to the activity of entry into the building. The facility of an entrance can include doors, elevators, stairs, etc. The entrance facility of a public space building is part of the representative area of that public space building. Visually and aesthetically, it also becomes part of the composition of the facade design of public space building. The entry facility also becomes a point of interest, aiming to draw people in (Kusumarini et al, 2012).

Souk Naif has four entrances, the approach to the building leads to the entrances along strait, axial paths. The view that terminates the approach is clear. The entrance provides shelter and receives a portion of exterior space into the realm of the souk. The entrance is clearly visible and prominent (see figure 5.7), there is an adequate space inside and outside the entrance doors. The layout of this area, where the observation took place, is logical and direct. There are no changes of level

within a floor. The access routes are through corridors (which are wide enough, with a minimum 4m clear) which are surrounded by shops. The shops start immediately after the door of the entrance.

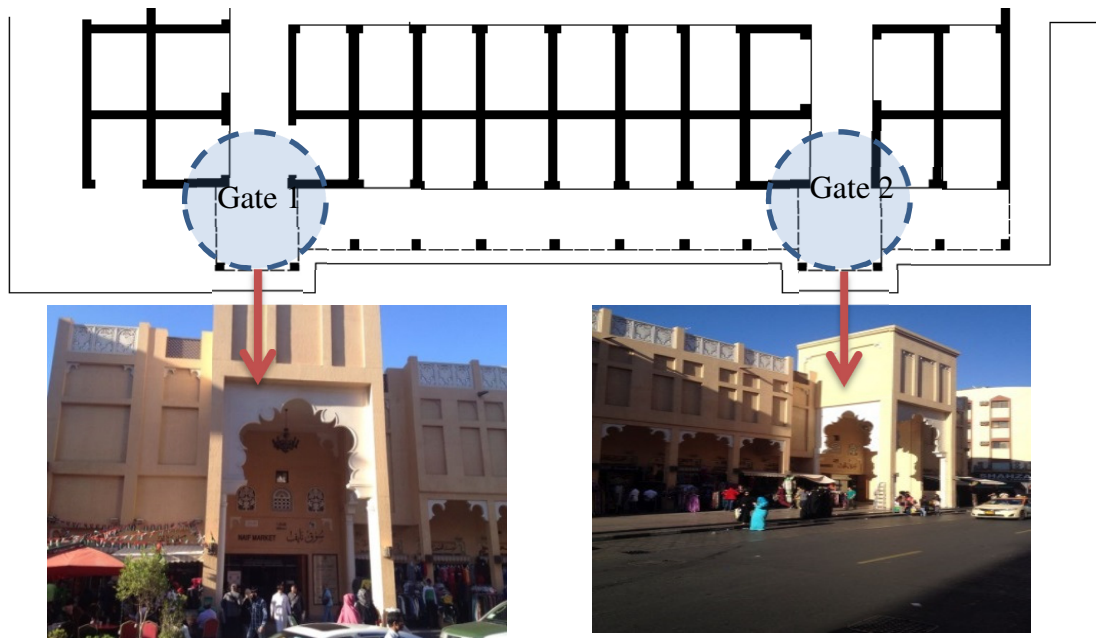


Figure 5.7: Left, (Gate 1), right, (Gate 2) in the front entrances of Souk Naif. (Source: Author)

Four different volumetric entrances signal arrival at Dubai Mall in varying scale and finishes. At the Western end is the Media Gateway entrance with a nested glass façade; at the centre is the Grand Entrance with a double height portico, with symmetrically flanked volumes and an immense silver canopy demarcating the largest atrium in the mall; next to this the Gold Souk Entrance with a shimmering backlit gold surface framing an Arabic archway. At the eastern end is the playful Galleries Lafayette Entrance rendered in glossy red panels. Each entrance corresponds with a major internal axis of circulation that transverses the mall to link the front and rear facades: Galleria Walk, Aquarium Walk, Gold Walk and Carnival Street (figure 5.8).

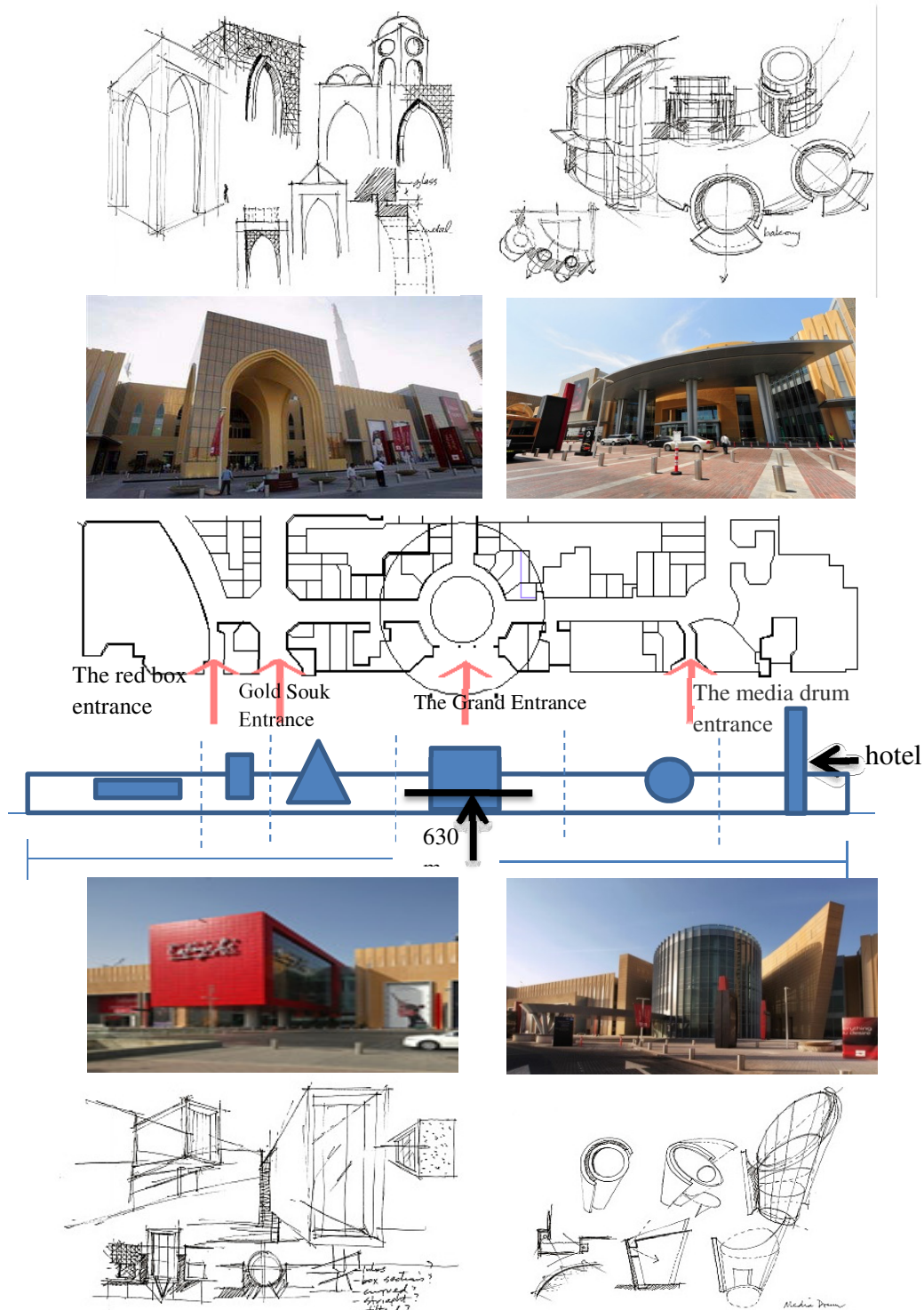


Figure 5.8: The front entrances to Dubai Mall (on the west façade). Above (left): Gold Souk Entrance. Above (right): Main entrance (the grand entrance) (Source: <http://www.dpa.com.sg/projects/the-dubai-mall/> Source: <http://www.bnyhajr.com/vb/bnyhajr22940/> http://wedoeurope2010.blogspot.co.uk/2010_06_01_archive.html, below (left) Media Drum entrance: <http://www.dpa.com.sg/projects/the-dubai-mall/>.. Entrances plan (source: the author. Sketches drawings of the entrances (source: <http://www.dpa.com.sg/projects/the-dubai-mall/>.

b) Configuration of the paths

Configuration of the path is one part of a study the circulation in a building and means all paths of movement, people, cars, goods and services (Ching, 2007).

In Souk Naif all paths are straight lines as shown in figure 5.9. Three of these have a starting point at an entrance, with one connecting two entrances on separate sides, and two paths ending in intersection with another. Two paths have no direct connection with the outside, one being a corridor and the other being a route through the central space. The central space does not constitute a clear visual attraction at the end of a path, but rather is touched tangentially by two of the major routes through the building. The paths are narrow in comparison with Dubai Mall paths and the shopkeepers present their goods in front of the shops. In comparison with Dubai Mall, shoppers may have to go out of their way to let others pass.

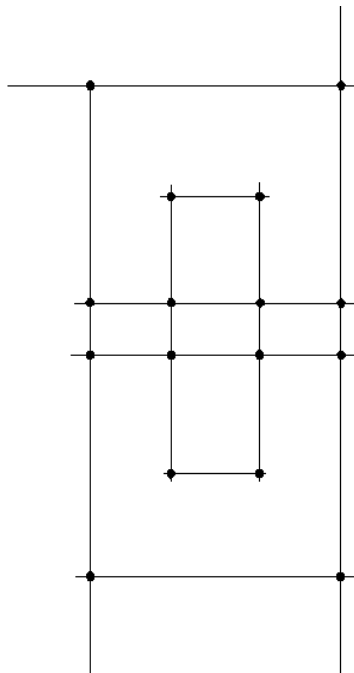


Figure 5.9: Souk Naif axial map. (Source: Author)

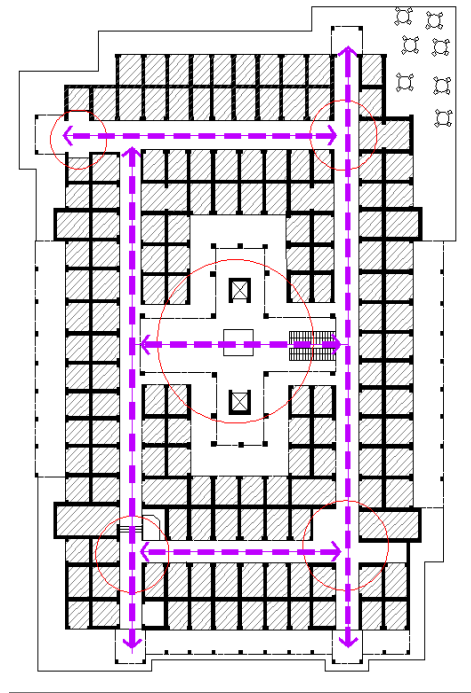


Figure 5.10: Path/space relationship, Souk Naif, Dubai. (Source: the author)

From figure 5.11, we can see different types of paths in Dubai Mall. Most of the paths are linear, except the paths in the Gold souk, which are zig-zag paths inspired by the design of the old traditional souk.

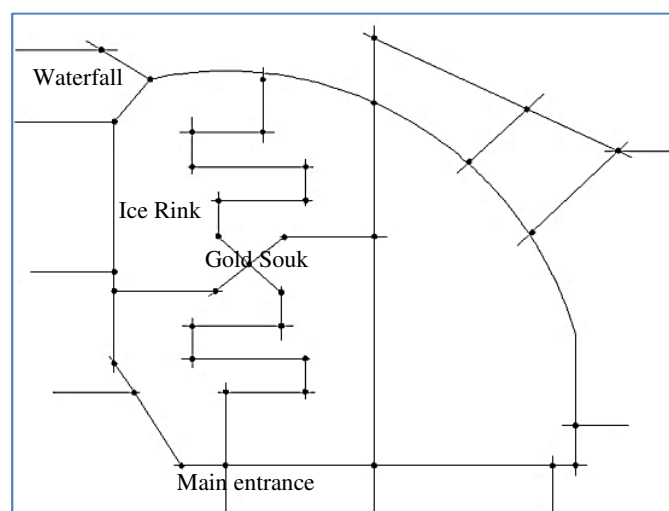


Figure 5.11: Dubai Mall, axial map. Source: author

The major routes through Dubai Mall take visitors through sequences of large spaces, which punctuate intersections and mid-points. As shown in figure 5.12, for example to pass from the main entrance to the waterfall, the shoppers will pass the ice rink space, or from the ice rink to the aquarium space shoppers can pass through the Gold Souk space. There is diversity in the visual connection between these spaces. For example, from the main entrance a clear visual axis connects the entrance atrium with the aquarium and two further atria.

The curved route along two sides of the mall connects atria in a visual sequence that reveals itself gradually as the visitor travels along the route. The configuration of paths in the Gold Souk inserts an element of surprise, with spaces only being revealed as they are reached. The pedestrian areas within Dubai Mall are rather large and constructed in such a way that there exists freedom for shoppers to move. Spaces are vast all around the mall. Due to the layout of the mall, shoppers do not have to go out of their way to let others pass such as the case with Souk Naif. An exception is the Gold Souk, where narrower routes are used to replicate the atmosphere of traditional souks

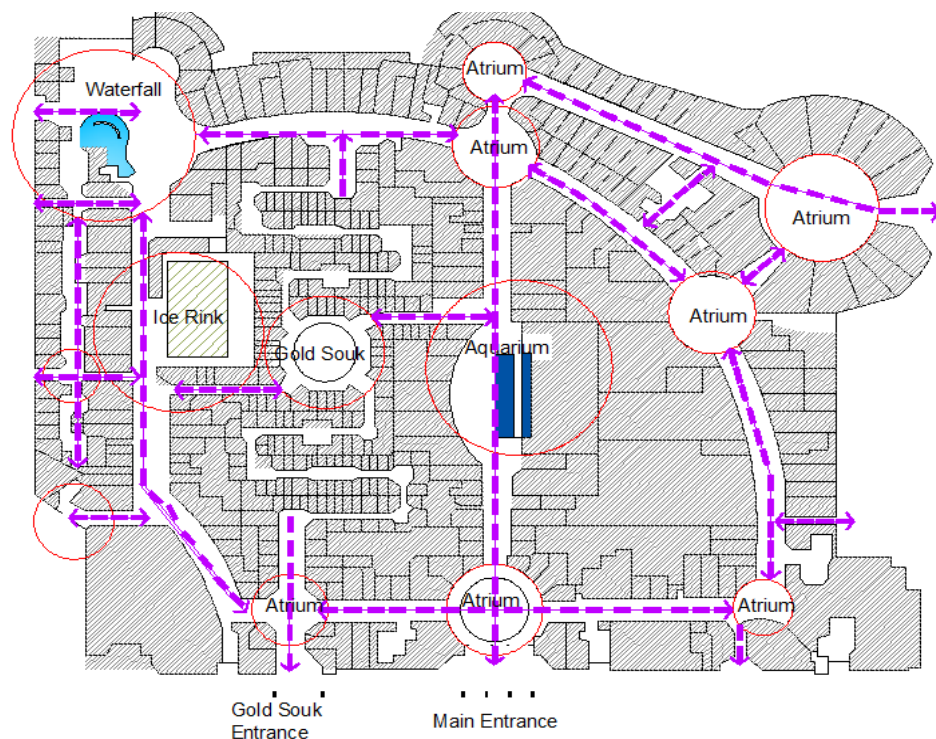


Figure 5.12: Path/space relationship, Dubai Mall, Dubai. (Source: Author)

c) Size of the units

The shop units form the nucleus of a shopping place and attract the shoppers to use the shopping facility. According to Coleman (2006), there are three principal types of shop: unit shop, medium space users and anchor stores or department store.

In Souk Naif a single size of shop unit is used throughout, with some exceptions. It is clear that the designer repeats the same size of the shop and this is applied on all the design (figure 5.13). The biggest space in Souk Naif is located in the middle; this area is a double height space which contains of the vertical circulations, seating areas, stalls, and café shop.

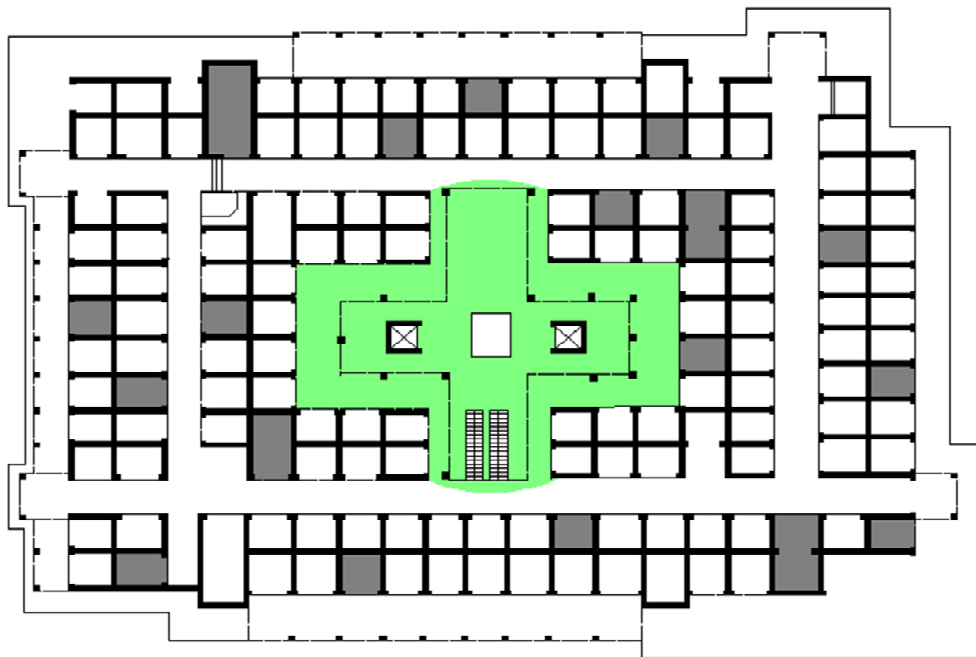


Figure 5.13: The grey colour shows the uniformity of the size of the shops, the green colour shows the size of the open space in Souk Naif. (Source: Author)

The size of the shops is varied in Dubai Mall, ranging from small shops in the Gold Souk to the huge stores (department stores) – figure 5.14. This diversity in size may be provided to meet different retailers. In addition, the Mall has different sizes of open spaces which can be considered as nodes. Each space has its own environment, which is in the décor, lighting and activities that take place within it.

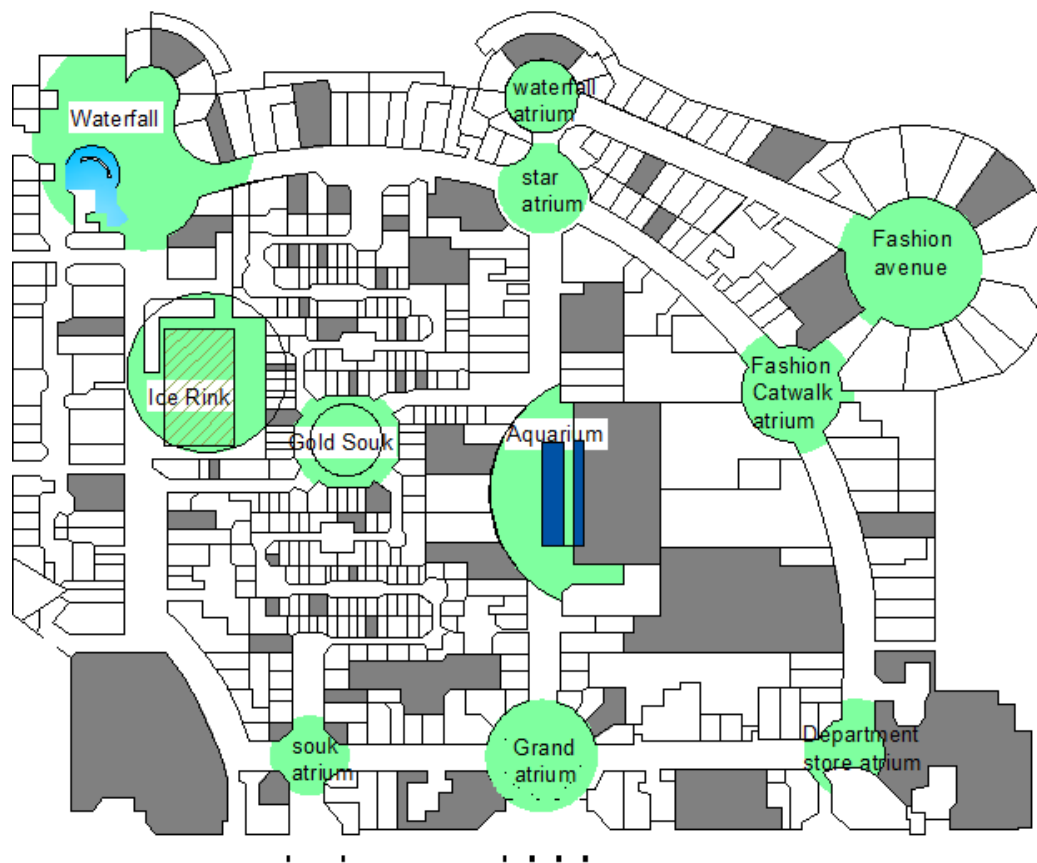


Figure 5.14: Different sizes in the shops and in the open spaces in Dubai Mall. (Source: Author)

5.2.4 The exterior design

The exterior of the souk is simple in comparison with Dubai Mall, designed in an Arabic architectural style using arches and arabesque (figure 5.15). There are two restaurants, which provide places for people to sit and relax. The souk is designed drawing on the spirit of traditional souks and built following local Emirati architectural designs. The same architectural elements are used on the four façades of the souk with no open spaces on the external walls.



Figure 5.15: Souk Naïf's façade. (Source: Author)

The exterior design of Dubai mall is rather grand with embellished palm trees, refreshing fountains and arches at each entrance. Upon the entrance of the mall, visitors are enlightened with soft classical music playing in the background and optimal air conditioning.

There are many seating areas scattered around the mall, with high quality sofas and tables, providing convenience and comfort for visitors as they make their way around the mall (figure 5.16).



Figure 5.16: Views of Dubai Mall exterior design. (Sources: Left above: <http://www.businessinsider.com/dubai-mall-2013-9?op=1>. Left below: <http://www.travelingwithmj.com/2012/03/dubai-mall-offers-more-than-shopping/>). Right above: <http://www.mapsofworld.com/travel/blog/tours/dubai-mall-mecca-for-shopaholics>. Right below: <http://sylviphotography.wordpress.com/2012/10/23/modern-uae/>.)

The mall plays host to a wide spectrum of spaces and experiences, and this is expressed architecturally on the 630-metre long façade fronting Grand Drive along Financial Centre Road. This is set against the backdrop of a unifying mashrabiya – patterned surface (figure 5.17).



Figure 5.17: Dubai Mall's front façade. (Source : http://www.thorntontomasetti.com/projects/dubai_mall_skin_consulting_services.)

5.2.5 The interior design

The interior design of the shopping place is one of the important factors that may affect shoppers' activity within the shopping environment. There are many interior design elements that might be create comfortable shopping environments, for instance: finishing materials, visual connection, lighting, décor, plants, etc.

a) The materials

Souk Naif, being a reconstruction of a souk, was built using a concrete structure and prefabricated concrete walls and roof. However, the interior finishing materials tend to be more traditional, including plaster walls, timber railings and marble floors. The result is a space that is undoubtedly contemporary, but due to its limited palette of materials it has a traditional feel that evokes the historic souks.

On the other hand, a wider range of different materials has been used in the construction of Dubai Mall, including among others steel structure, prefabricated concrete, glass, and marble. In terms of finishing materials, different types are used in different areas of the mall, in order to create different ambiances. This ranges from the use of more traditional materials e.g. in the Gold Souk – including intricate wall decoration such as mosaic and arabesque – to more contemporary/modern materials e.g. in the waterfall space – where in addition to plaster and marble, etc, there is also extensive use of glass, steel, and even the water itself is used in a modern way.

b) Visual connection

The link between inside and outside of the building is very important. In Souk Naif the only connection between inside the building and the outside is through the four entrances. This could be related to the nature of the place, which is located within the heritage district in Dubai, where most of the old buildings are enclosed due to climate factors.

In Dubai Mall, as shown in figure 5.18, the part of the building that is located facing Burj Khalifa and the fountain is connected visually through huge curved glazing walls at some parts of the façade and through the restaurants and cafes that have entrances from inside and location on the outside of the mall. This relationship provides breaks in the sense of enclosure otherwise provided in the rest of the mall, and gives opportunity to shoppers inside the mall to enjoy the view without having to experience the hot weather in Dubai and the strong sunlight, which does not encourage sitting outside the mall.

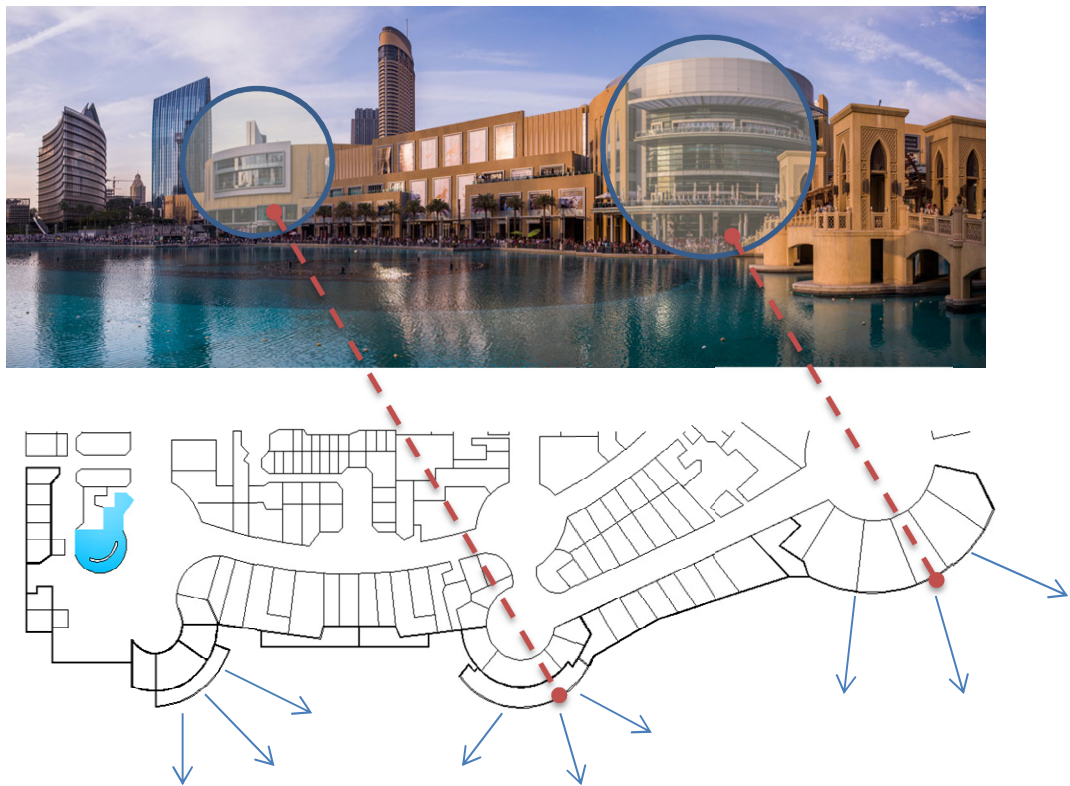


Figure 5.18: The connection between inside and outside Dubai Mall's building.

In Souk Naif the products are displayed outside the shop on tables or hanging in front of the shop, which takes a space from the walkway. In addition, this way of goods display makes the shoppers stand outside and make their purchases without going inside the shop most of the times.

On the contrary, most of the shops in Dubai Mall have a modern glazed façade with a western design. Standard glass panels are installed in the front of each shop, which

enable shopkeepers to display their products or demonstrate the services to be provided in order to attract customers.

c) Decoration

The décor is one of the most important factors that affect shoppers' behaviour, as mentioned in chapter two.

The décor is very simple in Souk Naif, compared with Dubai Mall. It is mixed between traditional and modern materials (figure 5.19). Traditional lamps are hanging from the ceiling of the courtyard of the souk, and there are wood handrails and wood benches. The modern materials are used in the lifts, windows and floor.



Figure 5.19: Décor elements in Souk Naif. Above (left & middle): lamps in middle of the souk. (Source: <http://losthitsu.tumblr.com/post/20464259231/terenaina-arab-lanterns-at-naif-souk-dubai-by>) Above (right): glass elevators. (Source: the author) Below (left): type of wood benches. Below (right): Souk Naif shops and display of the goods. (Source: https://www.flickr.com/photos/ihsaan_adams/6788922005/)

In Dubai Mall, as shown in figure 5.20, each part in the mall has different décor. For example, in the Gold Souk, the décor is inspired from the tradition Arab architectural elements. Some parts of the décor in Dubai Mall are fixed, such as sculptures; huge chandeliers, gypsum decorations on the roof or on the walls, plants, different colours, as well as structural elements of the building which are part of the décor. The other parts use flexible decoration elements, which are attached to, and hang from, the ceiling and are able to change from time to time.

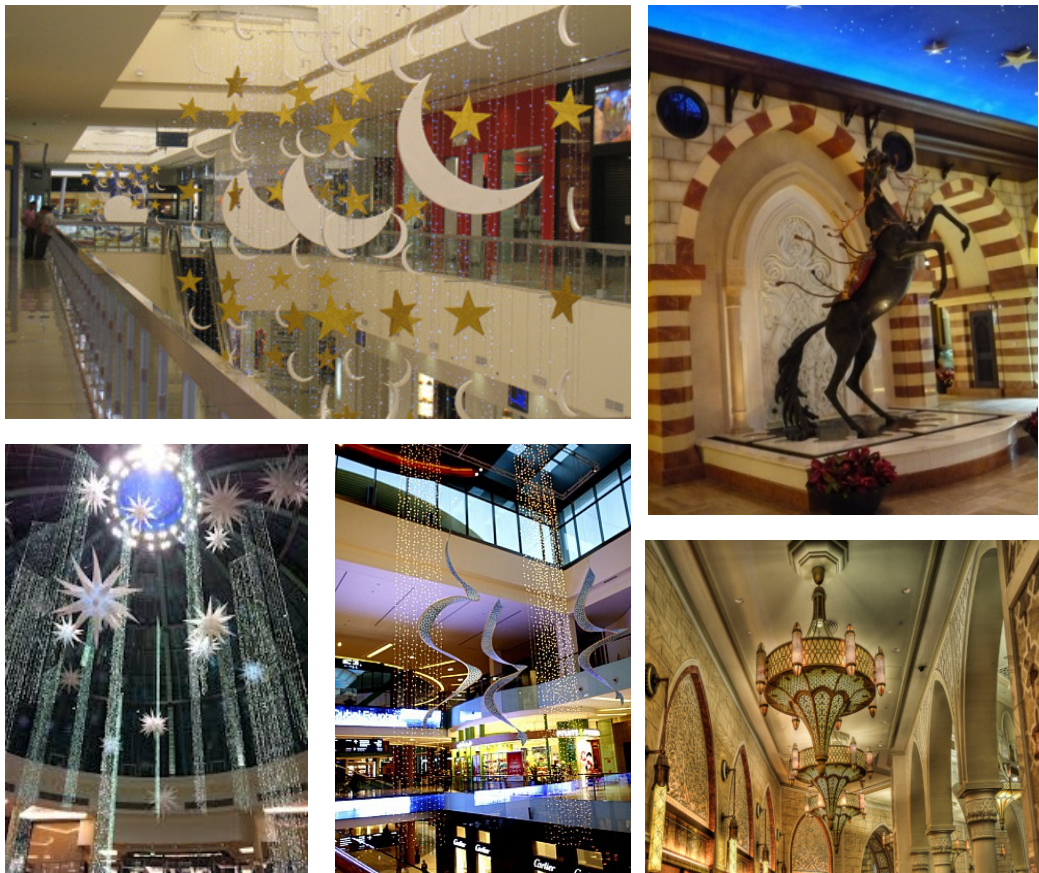


Figure 5.20: Dubai Mall decoration. the use of decoration elements hanging from the ceiling in some open spaces in Dubai Mall (Sources: Above left , <http://www.masala.com/ramadan-at-dubai-outlet-mall-6001.html>, Below left <http://travelandfoodworldwide.wordpress.com/2012/08/>, Below middle <http://www.timeoutdubai.com/gallery/12264-dubai-christmas-decorations?image=13&ref=onimg#.U06NLWdqncs>.). Above right, use of Sculptures inside the Gold Souk (source : [the author](#)). Below right, shows the use of arabesques in interior decoration in the Gold Souk(source: https://www.flickr.com/photos/ihsaan_adams/6788922005/)

The interior and exterior décor of the shops in Dubai Mall are diverse, modern and luxurious (see figure 5.21). Most of the shops have glass facades, which create a sort of visual communication between shoppers who are walking or standing in front of the shops, with the interior components of the shops.

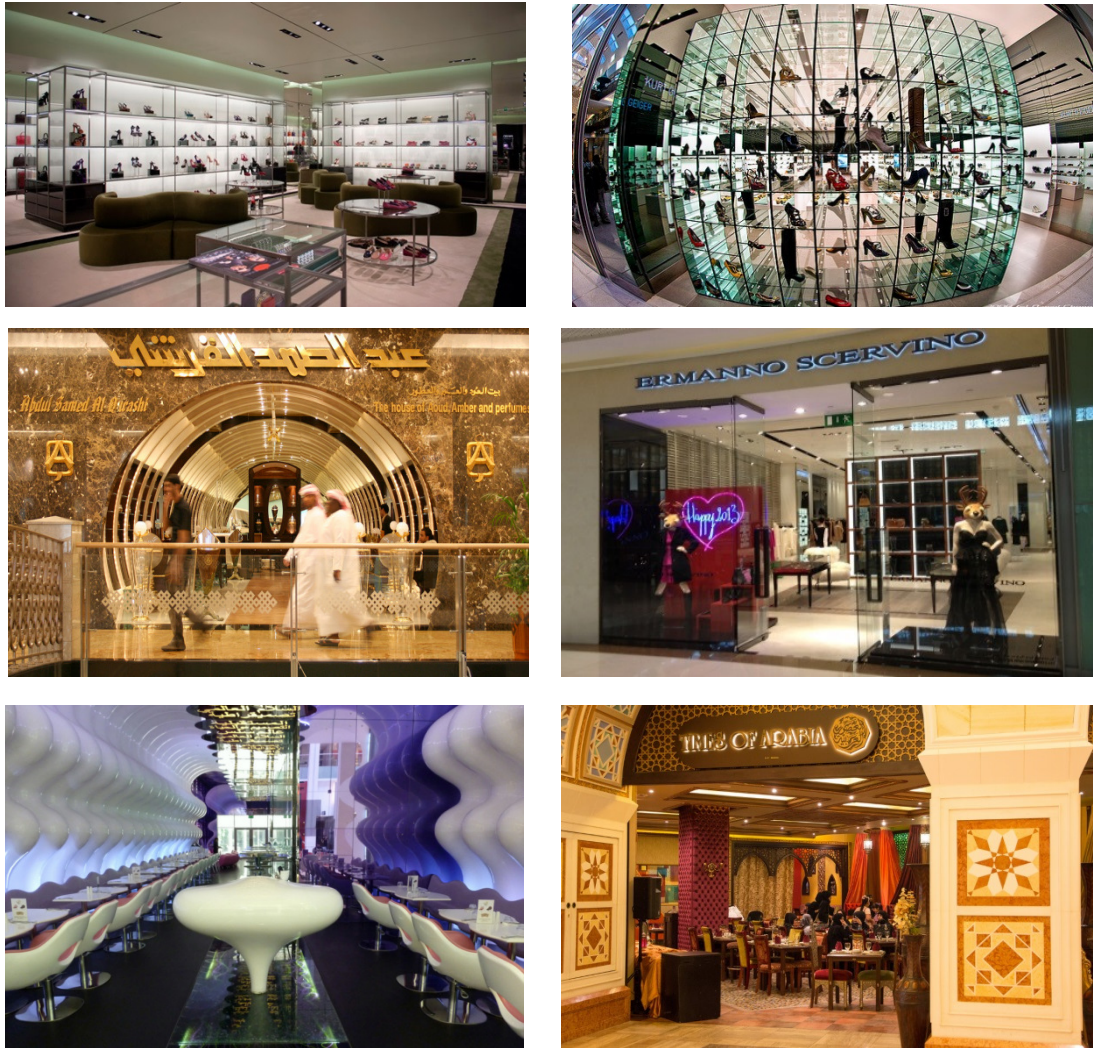


Figure 5.21: Examples of some shops and restaurant décor in Dubai Mall. (Source: <https://www.flickr.com/photos/ulrichmunstermann/2317493032/in/photolist-5PuQk1>)

d) Lighting

Lighting is defined as an atmospheric tool that operates below the level of our immediate awareness and has an influence on consumers, beyond perception. Lighting, therefore, is considered as one of the micro characteristics of atmosphere.

It is important to consider the holistic nature of architecture (Katelijn et al, 2008). Lighting is also a key design element in determining the character of the public space. Public space lighting is made of a combination of both natural and artificial lighting. The amount of natural daylight is determined by the nature of the space and the type of the roof (Coleman, 2006).

The lighting system in Souk Naif is simple compared with Dubai Mall. The whole of the souk mostly depends on artificial lighting, except the enclosed court where the daylight comes from spaces in the ceiling with the artificial lighting hanging in the ceiling as well (figure 5.22).

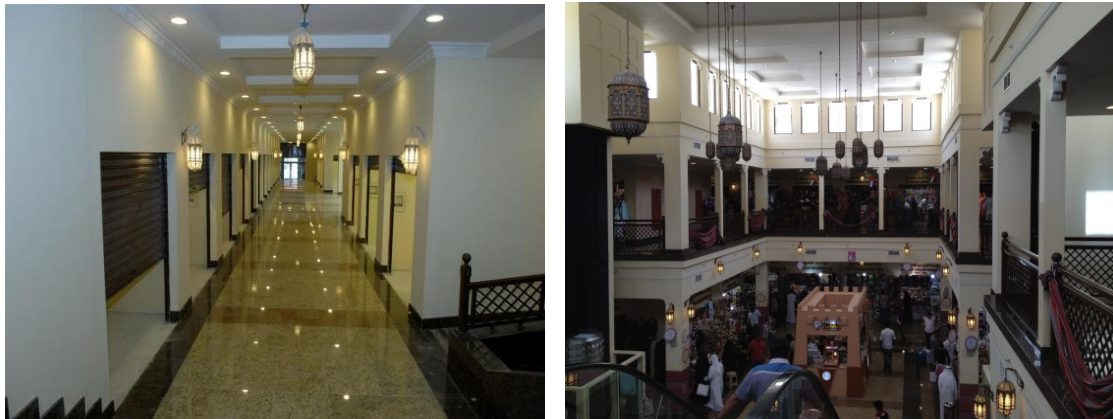


Figure 5.22: Left, the artificial lighting in Souk Naif. (Source: <http://www.nationalkuwait.com/forum/index.php?threads/126874/>). Right, daylight in Souk Naif. (Source: Author)

In Dubai Mall, the artificial lighting system designed by Project Lighting Design (PLD) the scheme uses a Helvar Imagine system to provide lighting control and scene setting for all public areas with eye-catching and effective results - in zones such as the plazas, Gold Souk, aquarium, ice rink and the many walkways (figure 5.23). On the other hand, some parts of Dubai Mall depend on the natural lighting, which come from glazing wholes on roof of the Mall (see figure 5.24).

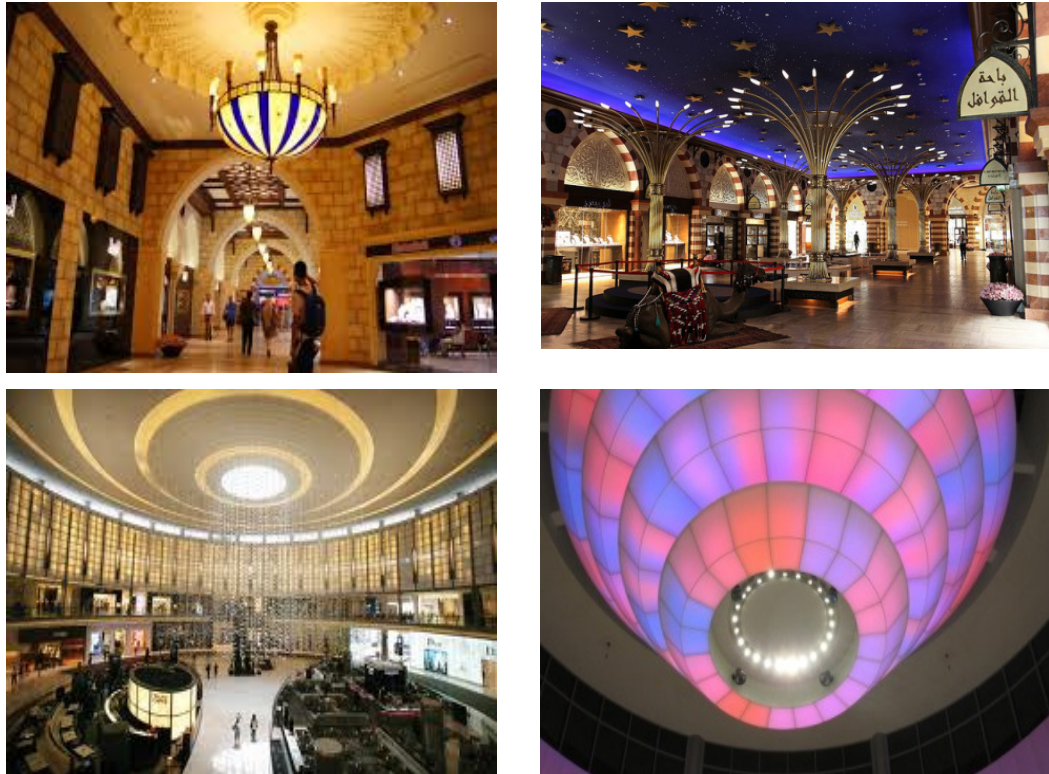


Figure 5.23: Types of artificial lighting in Gold Souk Dubai Mall. (Sources: <http://www.panoramio.com/user/89467/tags/Inside%20Dubai%20Mall>. Below left, <http://www.dpa.com.sg/projects/the-dubai-mall/>)

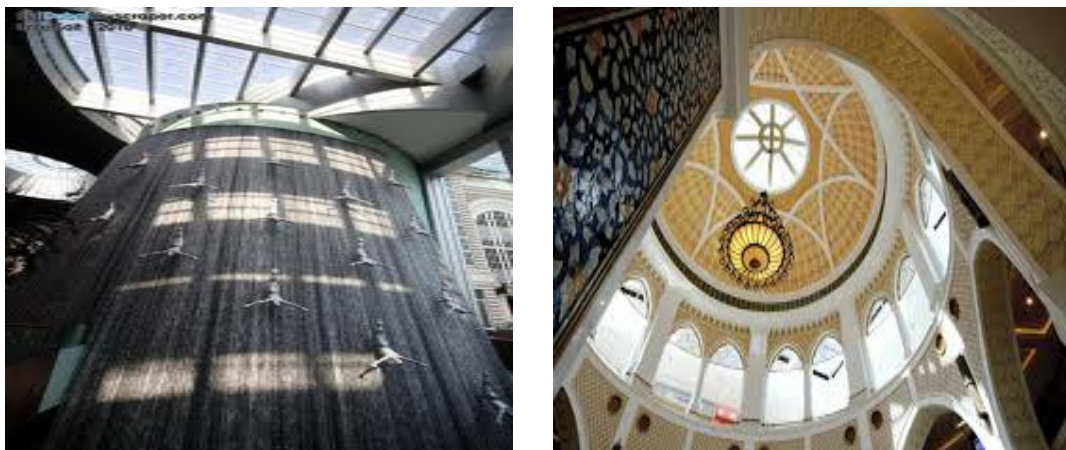


Figure 5.24: Daylight use in Dubai Mall. Left, Waterfall space. Right, the Gold Souk entrance. (Source: <https://www.flickr.com/photos/steelskyblue/5307549138/in/photostream/>)

e) Planting

The inclusion of soft landscaping provides a complementary and softer element against the architecture of the buildings or interior spaces. Planting introduces a natural element into the space (Coleman, 2006)

As shown in figure 5.25, Dubai Mall has many plants distributed in different parts in the mall such as Gold souk, waterfall and some walkways. There is a clear presence of palm trees inside the mall, which is one of the most popular types of tree in the region, scattered in abundance in the United Arab Emirates. On the other hand, there is a complete absence of plants inside Souk Naif.



Figure 5.25: Planting in Dubai Mall. Left, Gold Souk. Right, palm trees. (Source: author)

f) Parking facilities at Dubai Mall, Souk Naif

The shopping mall's very existence has been brought about through the advent of the popular use of the automobile. Therefore a fundamental principle which underlies the planning and development of all shopping malls is that of providing suitable parking facilities.

On the other hand, parking at Souk Naif is located on the basement level, with space accommodating about 100 vehicles (figure 5.26). There is no access from the parking to souk; shoppers need to park the car and walk to the gates of the souk.

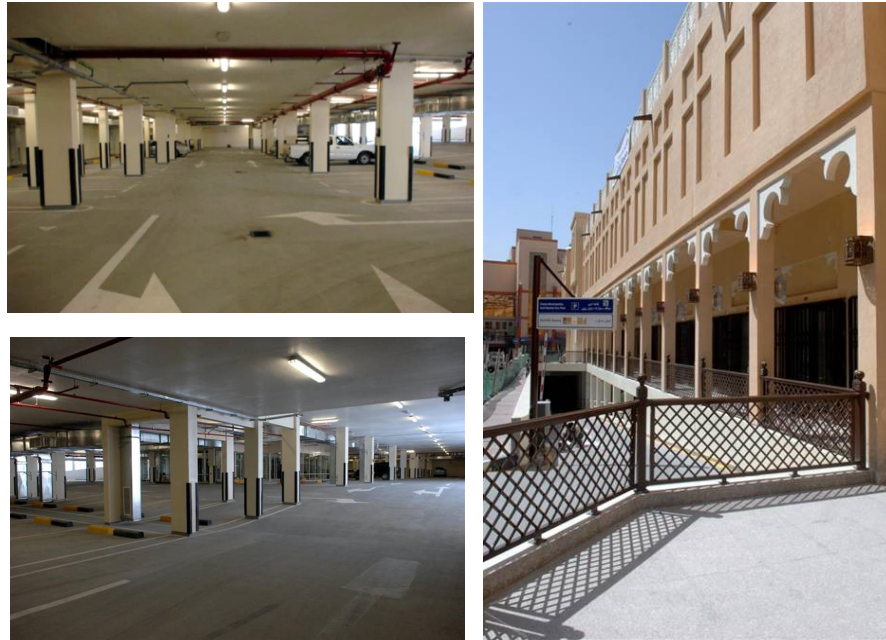


Figure 5.26: Above and below (left): Souk Naif parking. Right: parking entrance in Souk Naif. (Source: <http://forum.uaewomen.net/showthread.php?t=460667&page=3>)

The physical size of the parking at Dubai Mall is significant. The parking wraps around three sides of the mall on several levels and shoppers can access the mall through entrances linking each car park with each floor. It is very confusing for the first time visitors. The car parks accommodates 14,000 vehicles (figure 5.27), in addition to special car parks for taxis and buses (<http://www.emaar.com>).



Figure 5.27: Parking facilities in Dubai Mall. (Source: <http://www.bondtraffic.com/project/dubai-mall-car-parks.html>)

g) Entertainment facilities

Due to weather conditions within UAE, shopping malls are more than just places for shoppers to buy their goods from, and they provide a form of entertainment to people. It is a stimulating as well as social experience for people, allowing them to enhance their daily routines (Al- Edly, 2010).

In Souk Naif the entertainment facilities are very limited compared with Dubai Mall. Souk Naif includes two restaurants and one café with some kiosks, which sell snacks (figure 5.28).



Figure 5.28: (Left) one of the kiosks in the women's clothing shops area. (Middle) cafeteria located outside the souk. (Right) café shop in the middle of the souk. (Source: Author)

In contrast, Dubai Mall includes cinemas as well as indoor family entertainment areas, which encourage people to stay for a long time inside the mall. Major Dubai Mall attractions are: a world class indoor Aquarium, a family entertainment centre that allows for younger children (Kidzania), and an Olympic sized ice rink. Also, it has the famous Dancing Fountain that brings people from all over the mall outside to enjoy watching it, in addition to many restaurant and cafes wrapped around the fountain (figure 5.29).



Figure 5.29: Entertainment facilities, Dubai Mall. Above left: Dubai Mall aquarium. (Source: <https://www.flickr.com/search/?q=Dubai+Mall+aquarium>) Above right: Kidzania. (Source: <http://blog.travelwithsmile.com/index.php/places-visit-dubai/kidzania-dubai/>) Below left & right: Cinema platinum, Dubai Mall, Dubai, UAE. (Source: http://cinepax-oceanmall.blogspot.co.uk/2013_12_01_archive.html)

From all the above, table 5.1 summarizes the physical comparison between Souk Naif and Dubai Mall. As shown in the table, the comparison reveals the differences between the mall and the souk. There is no similarity between them through the features that have been analysed and compared, except the accessibility.

Criteria	Souk Naif	Dubai Mall
Location	Located in ancient and historical district in Dubai called Deira	Located in new area in Dubai next to Burj Khalifa
Accessibility	Access to by pedestrians, bus, private cars and taxi	Access by pedestrians, private cars, taxi, bus and metro
Surroundings	Naif Castile, Souk Naif wholesale shops, Al Manal shopping centre, souk Al Wasl , Deira mosque and some hotels	Burj Khalifa, Dubai Fountain, Dubai Mall Hotel and Souk Al-Bahar.
Layout	Rectangular layout shape (6125 m ²)	Quadrant shaped plan (1,124,000 m ²)
The exterior design (Façade)	Designed with the heritage of United Arab Emirates	Luxurious atmosphere and modern design
Interior design	Traditional atmosphere	Luxurious atmosphere
Parking facilities	100 vehicles	14,000 vehicles
Entertainment facilities	Lack in entertainment facilities	Varieties of entertainment facilities

Table 5.1: Summary of physical comparison between Dubai Mall and Souk Naif. Source: author

Briefly, in order to understand how shoppers behave within, and are motivated to go to different shopping environments, and how the physical environment affects people's activities, this chapter has analysed key features in the shopping environments of Souk Naif and Dubai Mall, which are: location, accessibility, surrounding, layout, exterior and interior design, parking and entertainment facilities.

The results showed that Souk Naif is located in the historical area of Dubai close to the mosque. Architecturally, the plan and the design of the Souk are very simple. The building is two stories high. The shops occupy the two storeys, the access to the souk is very easy and clear to people who come walking or by private cars, taxi and bus. The interior and exterior design is inspired from Emirati architecture. The other

important finding is that the Souk does not contain entertainment facilities that might attract shoppers and encourage them to spend a long time inside the Souk.

On the other hand, Dubai Mall is located in the new area of Dubai surrounded by modern business buildings and Burj Khalifa. Architecturally, the plan of the mall is huge with rectangular layout shape and most of the interior hallways curved.

The access to Dubai Mall is very clear and reachable by the pedestrian or by various transportation facilities. The exterior and interior design of the mall is inspired from the western architecture style. The interior decoration of the mall is characterized by luxury elements, where each part of the mall has its own design. The mall has a variety of recreation facilities such as hundreds of restaurants and cafes, cinema, skiing, kids playing areas, as well as there are different activities which take place in different places inside the mall.

This chapter plays an important role to understand the next chapter, which will analyse shoppers' behaviour and motivation in Souk Naif and Dubai Mall, to find out how the physical environments effect on shoppers' behaviour.

Chapter six: Shoppers' socio spatial activities in Souk Naif and Dubai Mall

6 Shoppers socio spatial activities in Souk Naif and Dubai Mall

6.1 Introduction

The aim of this chapter is to assess the socio-spatial behaviour among the different users of the shopping environment in traditional souks and shopping malls in Dubai. The social behaviour data collected by the researcher was obtained by the use of unobtrusive observation of individuals and snapshot technique, as explained in the methodology chapter.

The visual snapshot and the unobtrusive observation of individual shoppers' behaviour took place during three different times: 9.00 am, 2.00 pm and 6.00pm of the weekdays and the weekends within four places in Dubai Mall and three places in Souk Naif, as is explained in this chapter.

The shopping environment, whether traditional or modern shopping spaces, besides being places for buying items, have a transactional space along with a space for social function. The importance of social relationships that occur in places must not be overlooked and may enhance the activity of people-place bonding. As addressed in literature review chapter, the physical attributes of a shopping place have a strong impact on its use as a social space for shoppers. The pattern of shoppers' behaviour differences is made clear in this chapter by dividing activities into three obvious types: contemplative activities (such as sitting, standing, watching), practical activities (such as browsing), and interactive activities (such as chatting) (Hillier, 1999).

To present the results, this research will compare the changes in time and differences between use of the space by the shoppers inside Souk Naif and Dubai Mall during weekdays and weekends, as well as according to three different times during the day. Time is an important aspect of space whereby at different times, the spatial quality of the place varies. Therefore, it is expected that the uses of the space would be affected by time, and the research aims to identify the temporal aspect of the activities.

6.2 Shoppers' activities categorization

The object of the behavioural mapping was to assess the character of the activities within the two shopping environments, and relate the association between the setting and behaviours; how these activities were related to the physical environment and their spatial relation; social structure of the shoppers and the temporal dimension. Therefore, in classifying the behaviour into analytical categories, general descriptions of the various activities were made. The probable activities to be identified from the snapshot observation were categorised as in table 6.1 below:

Pattern of shoppers activity	Type of activities as occurred during the snapshot observation
Contemplative activities	• Sitting, standing
Practical activities	• Eating & drinking • Browsing, walking
Interactive activities	• Chatting, talking on the phone • Talking with the shopkeepers
Contemplative and practical at the same time	• Sitting and eating
Contemplative and Interactive activities at the same time	• Standing and chatting • Standing and talking on the phone • Sitting and chatting • Sitting and talking on the phone
Practical and Interactive activities at the same time	• Eating and chatting • Browsing and chatting • Walking and chatting • Browsing and talking on the phone • Walking and talking on the phone • Eating and talking on the phone

Table 6.1: Shoppers' activities categorization. (Source: based on Hillier, 1999)

The analysis done on the behavioural study of Dubai Mall and Souk Naif established the different types of activities taking place within them. The study also identified the aspects of the shopping environment, which supported the activities. These activities were generally expected to occur in shopping environments such as Dubai Mall and Souk Naif, where they generate life in the place. The environments of the Mall and the Souk support these activities by providing appropriate settings for them.

6.3 Analysis of the snapshot observation in Souk Naif

6.3.1 Introduction

Before starting the analysis of the snapshot observation data that was recorded in Souk Naif, figure 6.1 shows the three places within Souk Naif where the snapshot observations took place. The main entrance area (Gate 1) is shown with the green line; the orange line shows the snapshot at the women's wear section and the blue line at the Gate 2 where the cafe shops is located (see chapter five).



Figure 6.1: Locations of the snapshot survey inside Souk Naif

Table 6.2 shows the meaning of each symbol chosen to represent the recorded behaviour of the shoppers on the map of the souk.










Symbols	Meaning	Symbols	Meaning
	Browsing		Taking photos
	Walking		Talking, chatting
	Sitting		Dinking, Eating
	Standing		Talking on the phone
	Talking with the shopkeeper		

Table 6.2: Symbols shows shoppers' behaviour at Souk Naif. Source: author

6.3.2 Analysis and comparison of the snapshot observation at the main entrance, Souk Naif

The snapshot observation at the main entrance took place six times; three times at the weekdays and three times at the weekends. The spatial configuration consists of small shops distributed along both sides of the aisles. Most of these stores sell cosmetics and accessories and most goods are hanging outside shops or on the inner walls of the shops (see figure 6.2).



Figure 6.2: Photos of the main entrance (gate 1) in Souk Naif. Source: author

The following results present the analysis of snapshot observation of shoppers' activities done by the researcher in the main entrance (Gate1).

a) Snapshot observation of shoppers' activities during weekdays and weekends at 9:00 am

Weekdays: As can be seen from figure 6.3, the lowest level of activities was recorded at 9 am during the weekdays, when the souk begins to open its doors to the shoppers. The shoppers were concentrated in front of the shops.

Weekends: The numbers of shoppers increased during the weekends, when most of the people have their holiday. The most noticeable activities were walking and browsing. There was a higher level of interaction between the shoppers themselves

and between the shoppers and the shopkeepers compared with the weekdays at the same time.

b) Snapshot observation of shoppers' activities during weekdays and weekends at 2:00 pm

Weekdays: Comparing to weekdays morning time, the number of the shoppers increases during the afternoon time, with interaction in between the shoppers and the space and the shoppers among each other occurring clearly. The most common activities are browsing in front of the shops and chatting with each other and with the shopkeepers. The shoppers walk through the corridors, which represent axes to the other parts of the souk. This activity was clearly observed on the corridor leading directly from Gate 1 to the women's clothing section where the cafeteria is located. Some shoppers were sitting on the benches having a chat or watching people.

Weekends: The number of shoppers slightly increased inside the place compared to the weekday's afternoon, with increase in the interaction between the shoppers during their browsing.

c) Snapshot observation of shoppers' activities during weekdays and weekends at 6:00 pm.

Weekdays: As can be seen from figure 6.3, compared with the activities that were recorded during the snapshot observation in the afternoon, fewer activities occurred in the evening. Browsing is the highest noticeable activity recorded at this time.

Weekends: From figure 6.3, the number of shoppers in the space increased in relation to the same evening time of the weekdays. The shoppers concentrating in front of the shops were browsing and talking, as well as walking along the corridors. The snapshot observation at this time reveals that the place during the evening time of the weekends is very crowded.

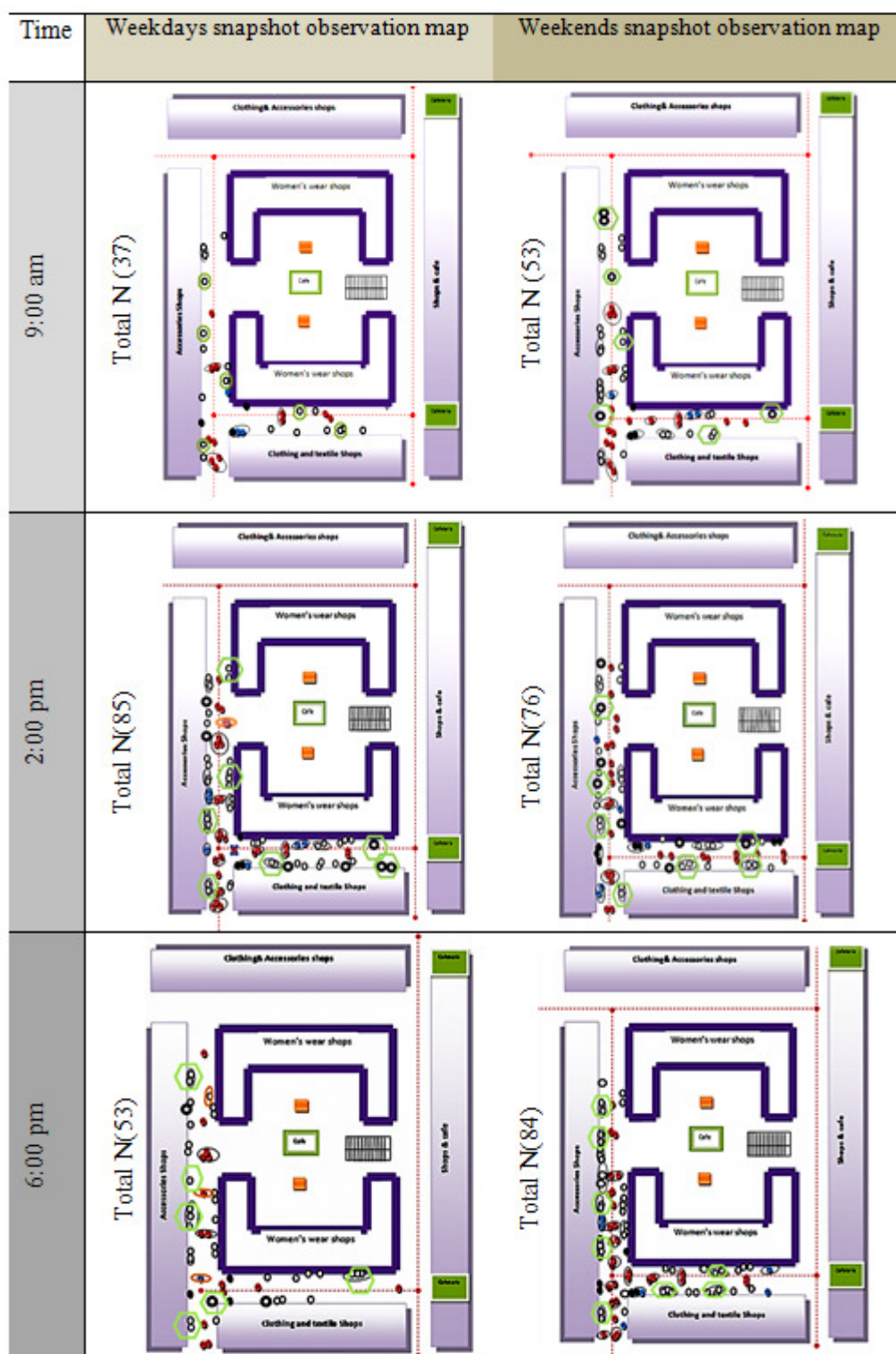


Figure 6.3: Behavioural mapping of shoppers' activities at the main entrance (Gate 1) at Souk Naif during the weekdays and weekends at 9:00am, 2:00 pm and 6:00 pm (see key on p. 162)

As previously mentioned, the activities were divided into six groups. Figure 6.4 interpret four groups of observed activities according to three different times of weekdays comparing to three different times of weekends.

Comparing the activities that occurred during the weekdays at the main entrance in Souk Naif, the highest number of activities recorded are the interactive activities, with a high level of these activities in the afternoon and evening time.

The next most frequent activities are the practical activities, with browsing being higher than walking, especially at the evening time at the main entrance space. The following activities in terms of frequency are practical and interactive activity; these activities increased during the evening time. The lowest recorded level of activity is for the contemplative activities.

On the other hand, the same activities were recorded during the weekends with the difference in the increased number of these activities during the weekends compared to the weekdays.

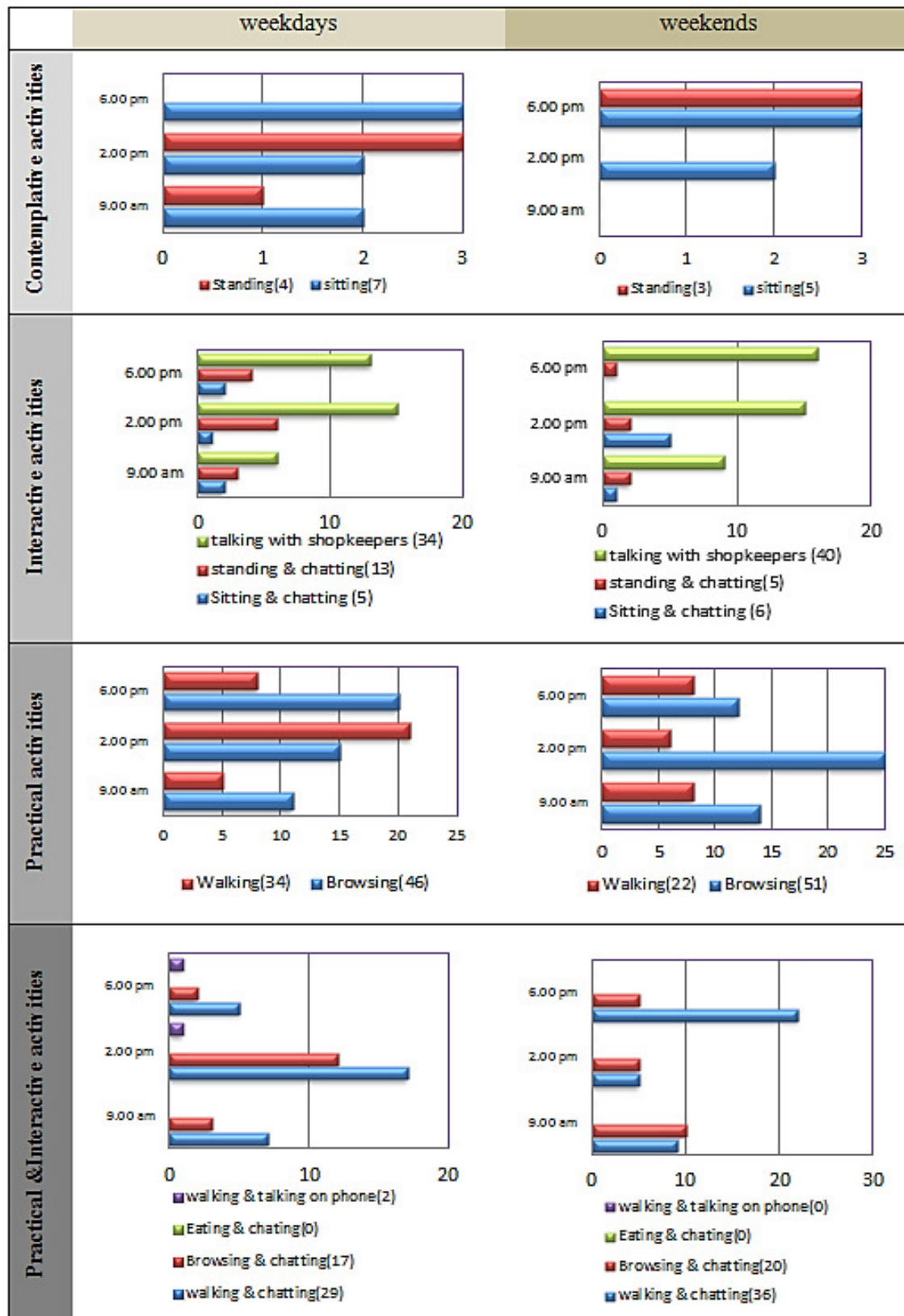


Figure 6.4: Type of activities occurred during the weekdays and weekends snapshot observation in the main entrance area, Souk Naif.

The next most frequent activities are the practical activities, with browsing being higher than walking, especially at the evening time at the main entrance space. The following activities in terms of frequency are practical and interactive activity; these activities increased during the evening time. The lowest recorded level of activity is for the contemplative activities.

On the other hand, the same activities were recorded during the weekends with the difference in the increased number of these activities during the weekends compared to the weekdays.

Figure 6.5 shows the distribution of all of the activities that were recorded during the weekdays and the weekends in order to clarify the main activities carried out by shoppers during their uses of the place, as well as to clarify how shoppers use the shopping space and how the shopping environment affects them.

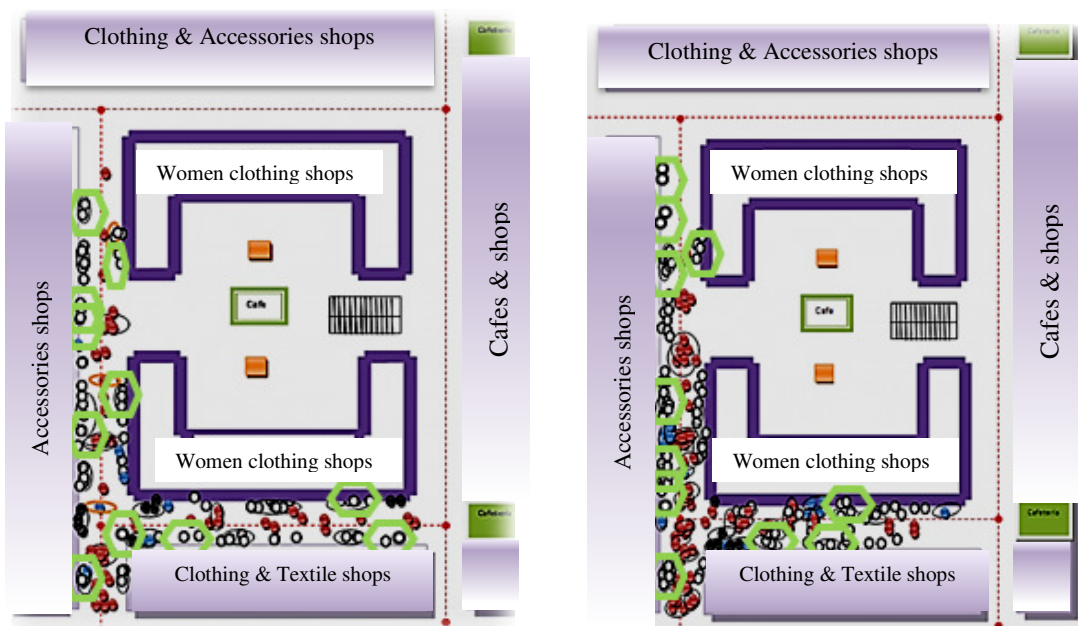


Figure 6.5: Activities at the main entrance (Gate 1) of Souk Naif. Left, total of observed shoppers' activities during weekdays. Right, total of observed shoppers' activities during weekends pm (see key on p.162).

From figure 6.5, it can be concluded the space was less crowded during the weekdays than the weekends. Shoppers' density varies according to the location and the type of activity as well as the difference between the weekdays and the

weekends. It was observed that browsing activity and browsing with chatting activity focused in front of the shops, because of the way that shopkeepers display the goods in front of the shops. These activities occurred at the front of most of the shops during the weekends.

Walking activity and walking with chatting are the second most recorded activities, which occurred in the space. These activities were concentrated in the middle of the corridors where shoppers were moving from the main entrance to the other parts of the souk with different walking speeds (see chapter 5). These activities increased at the weekends.

The least frequent activities according to the behavioural mapping of shoppers' activities at the main entrance during the weekdays and the weekends were standing and sitting activities. This can be explained by the fact that the place does not have the sufficient number of seats; there were just two benches forcing some shoppers to sit on the edge of the ramp.

6.3.3 Analysis and comparison of the snapshot findings at the women's

clothing section, Souk Naif.

The second place where the snapshot observation took place in Souk Naif is the women' clothing section, where most of the shops sell the traditional Arabic women 'clothes and cosmetics products. In this place there is a café shop located in the middle of the space, where sells drinks and fast foods.

The space consists as well of sitting places and some stalls. It is also through this space that shoppers move to the first floor via the elevators or the escalator (figure 6.6).

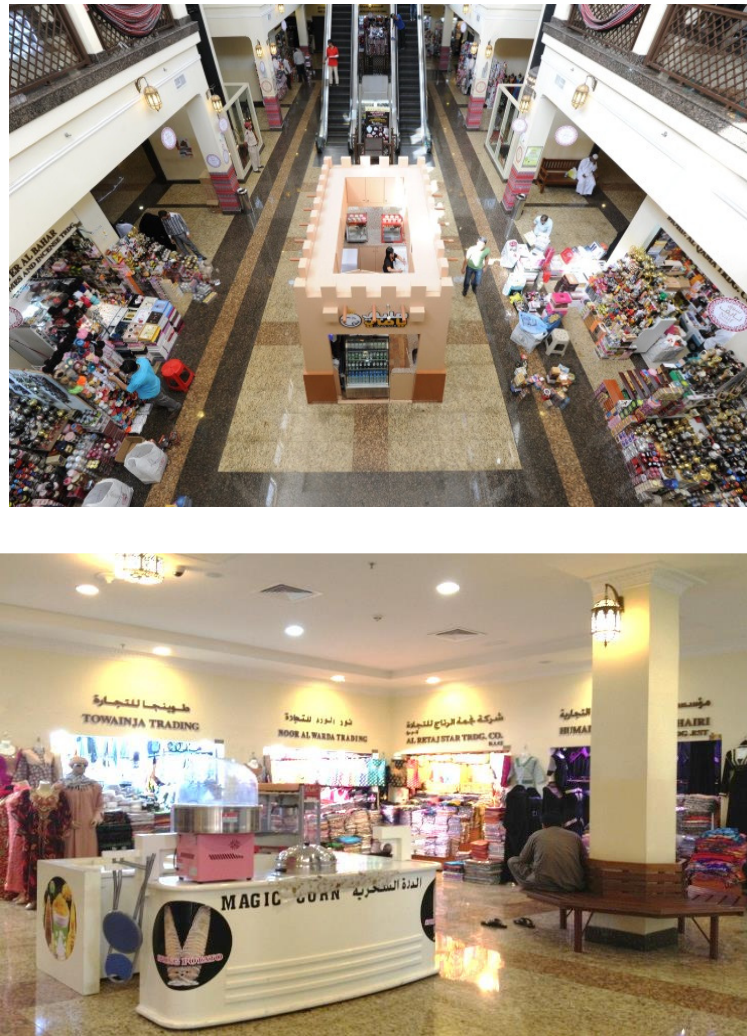


Figure 6.6: photos of women's wear section. Source: author

a) Shoppers' activities during weekdays and weekends at 9:00 am at the women's clothing section

Weekdays: As shown in figure 6.7, the space is quite empty in the morning time of the weekdays, when a few people were walking. No interaction activities were recorded at this time.

Weekends: According to figure 6.7, the snapshot observation recorded an increase in the number of shoppers and the activities inside the space. Some areas inside the space exhibit slightly more activity than others.

b) Shoppers' activities during weekdays and weekends at 2:00 pm at the women's clothing section

Weekdays: Figure 6.7 present the findings of snapshot observation at 2:00 pm, when the place becomes more crowded than morning time of weekdays. Activity throughout the space is generally minimal but some areas exhibit slightly more activity than others. The highest incidence of activity was recorded mainly at the front of the shops and around the cafeteria.

Weekends: The high incidence of activity was recorded mainly at the front of the shops and around the cafeteria.

c) Shoppers' activities during weekdays and weekends at 6:00 pm at the women's clothing section

Weekdays: Comparing to the morning time of the weekdays, Figure 6.7 shows that a higher number of shoppers is evident along the women's clothing section space. The place experienced the highest levels of shoppers' movement within the study area with a significant level of activity such as chatting among shoppers during their browsing, sitting and walking.

Weekends: From figure 6.7, the results of the snapshot observation at the evening time of weekends are very similar to the results at the same time of weekdays.



Figure 6.7: Behavioural mapping of shoppers' activities at the women' clothing section at Souk Naif during the weekdays and weekends at 9:00am, 2:00pm, and 6:00 pm (see key on p. 217)

Overall, from figure 6.8 below, the following results can be concluded:

The space was filled with shoppers during the weekdays and the weekends. From the behavioural mapping during the weekdays and weekends, we can see the diversity of activities within the place, where the most shoppers are browsing in front of the shops and chatting with the shopkeepers as well as chatting with each other.

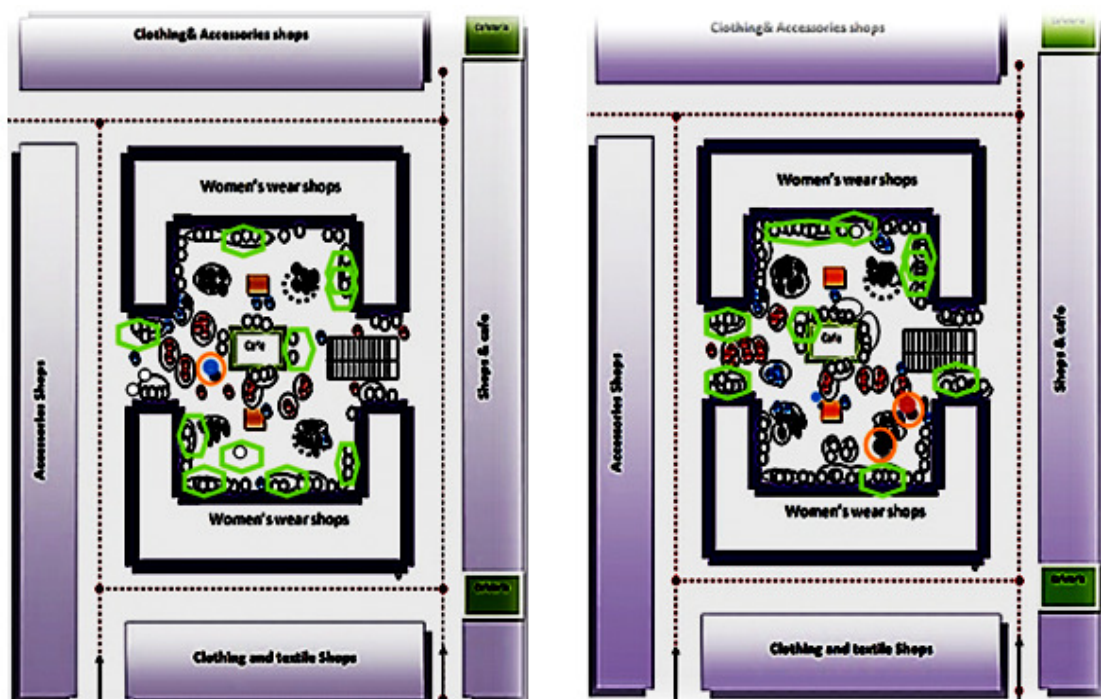
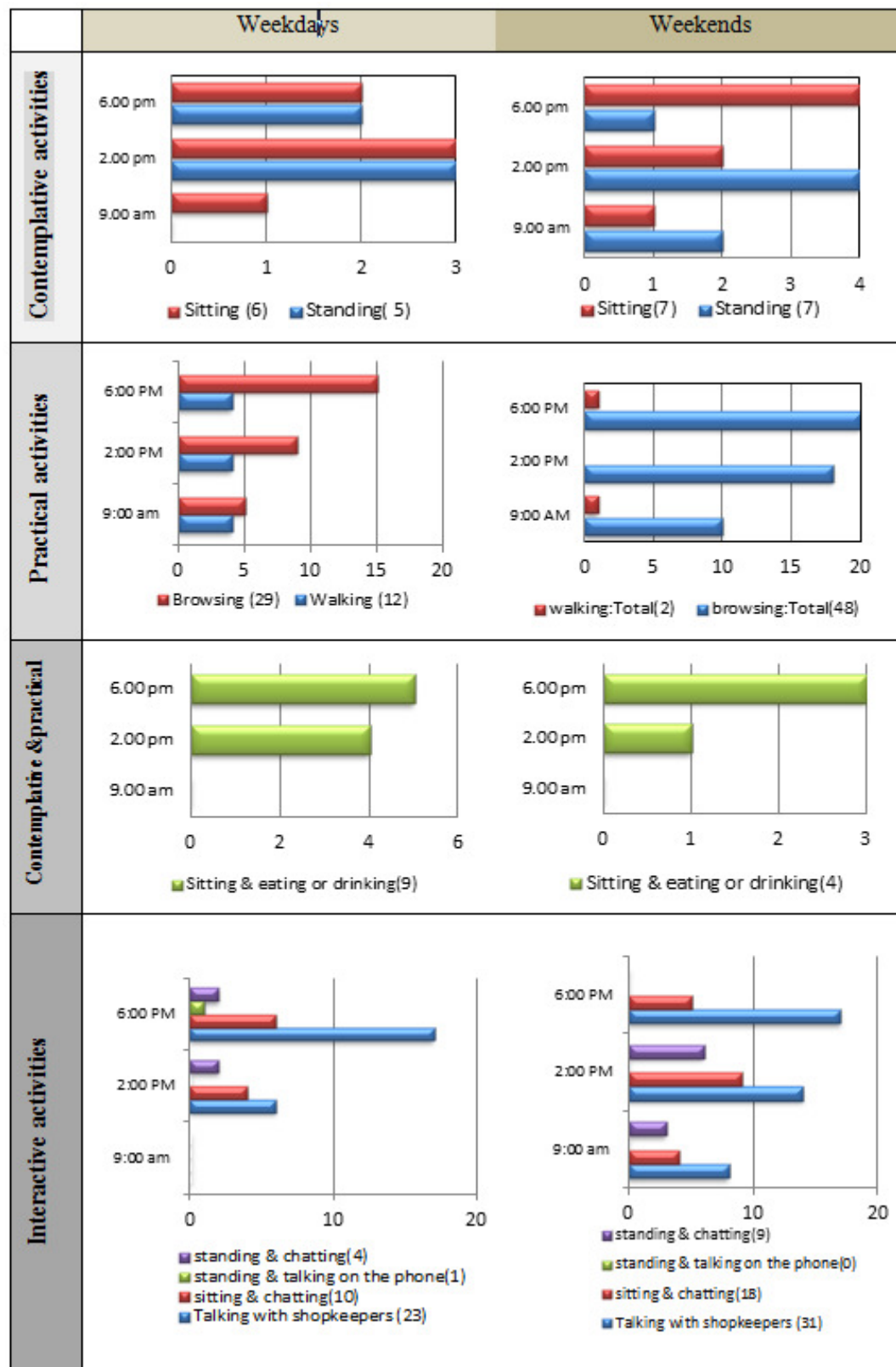


Figure 6.8: Women's wear section, Souk Naif. Left, total activities during the weekdays. Right, total activities during the weekends (see key on p.162)

Sitting activity and sitting and chatting or eating appeared in the space provided to sit located in front of the shops and close to the cafeteria.

In this space, the interaction between shoppers and shoppers with the shopkeepers clearly occurred compared with the entrance space. This interaction emerged clearly between browsers, people who are sitting on the benches.

According to figure 6.9, five of the possible types of shoppers' activities were recorded at the women's clothing section during the weekdays and the weekends of snapshot observation. During the weekdays and weekends practical, interactive, and practical and interactive activities together are the most common activities recorded at the women's clothing section, with a difference in number of these activities which increased during the weekends.



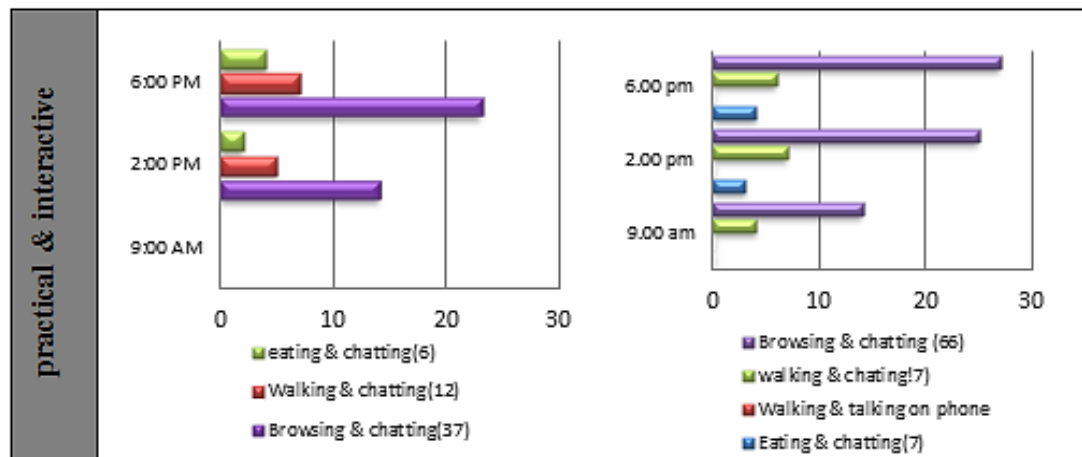


Figure 6.9: Types of activities occurred during the weekdays and weekends snapshot observation in the women's clothing area, Souk Naif.

6.3.4 Analysis and comparison of the snapshot findings at Gate 2 (restaurant & café shop), Souk Naif

a) Shoppers' activities during weekdays and weekends at 9:00 am at Gate 2 (restaurant& café shop), Souk Naif

Weekdays: A small number of shoppers were inside the space, as shown in figure 6.10, during the morning time. Standing is the activity that most occurred during this time.

Weekends: The number of shoppers at the morning time during the weekends slightly increased in comparison with the weekdays snapshot observation. As can be seen from figure 6.10, walking activity is the highest recorded activity at this time.

b) Shoppers' activities at the Gate 2(restaurant& café shop) during weekdays and weekends at 2:00 pm, Souk Naif

Weekdays: In comparison with the morning time, the space was more crowded, and most of the shoppers concentrated in the area that was close to the café shop, sitting on the benches and eating or chatting, walking through the corridor or standing and chatting (figure 6.10).

Weekends: The numbers of shoppers within the space increased compared to the morning time and to the weekdays, with an increase in the type of shoppers' activities and browsing and chatting recording the highest level of activities.

c) Shoppers' activities during weekdays and weekends at 6:00 pm at Gate 2 (restaurant& café shop), Souk Naif

Weekdays: From figure 6.10, the numbers of shoppers increased in comparison with the afternoon time. Browsing is the most occurred activity. The shoppers are more concentrated in the entrance and in front of cafe shop area whether browsing, sitting and eating walking or standing and chatting.

Weekends: As shown in figure 6.10, the numbers of the shoppers at the space was slightly less than the numbers of shoppers in the afternoon time as well as less than the number of the shoppers during the weekdays.



Figure 6.10: Behavioural mapping of shoppers' activities during weekdays and weekends at Gate 2 (restaurant & café shop), Souk Naif (see key on p.162)

Figure 6.11 summarizes all the types of activities that were recorded by the snapshot observation at Gate 2 in Souk Naif during the weekdays and the weekends. The behaviour maps show that shoppers interact with each other, where some of them were chatting when they walked or browsed. Most of the activities were concentrated in front of the shops.

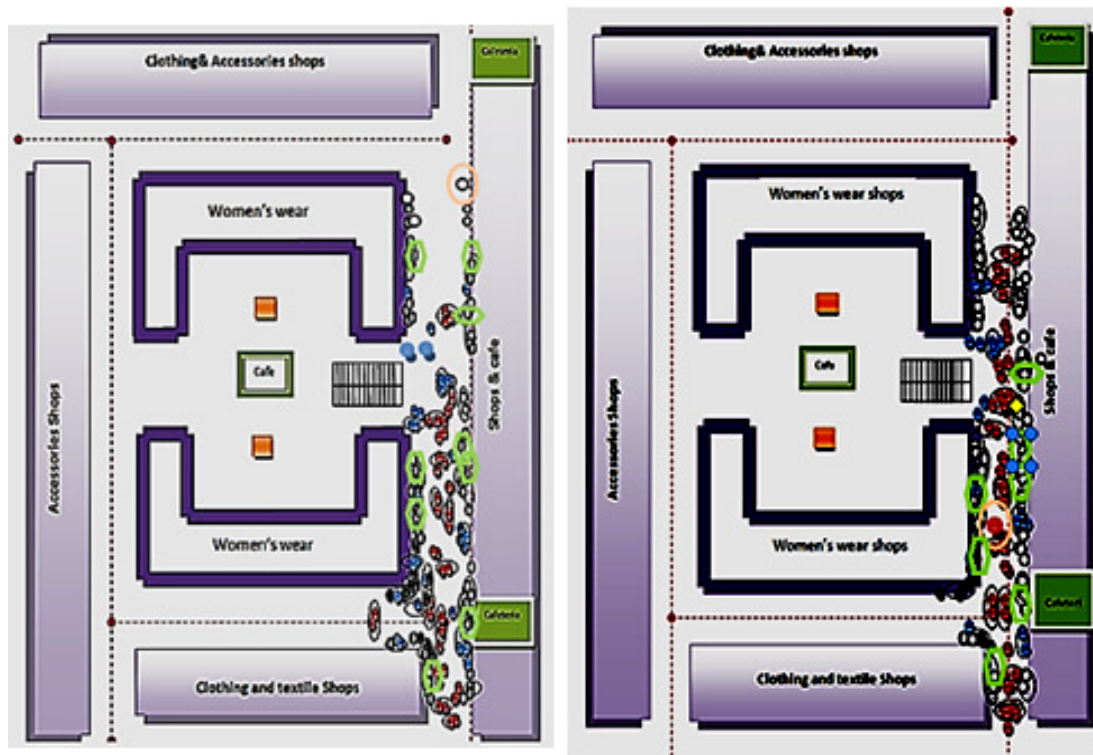
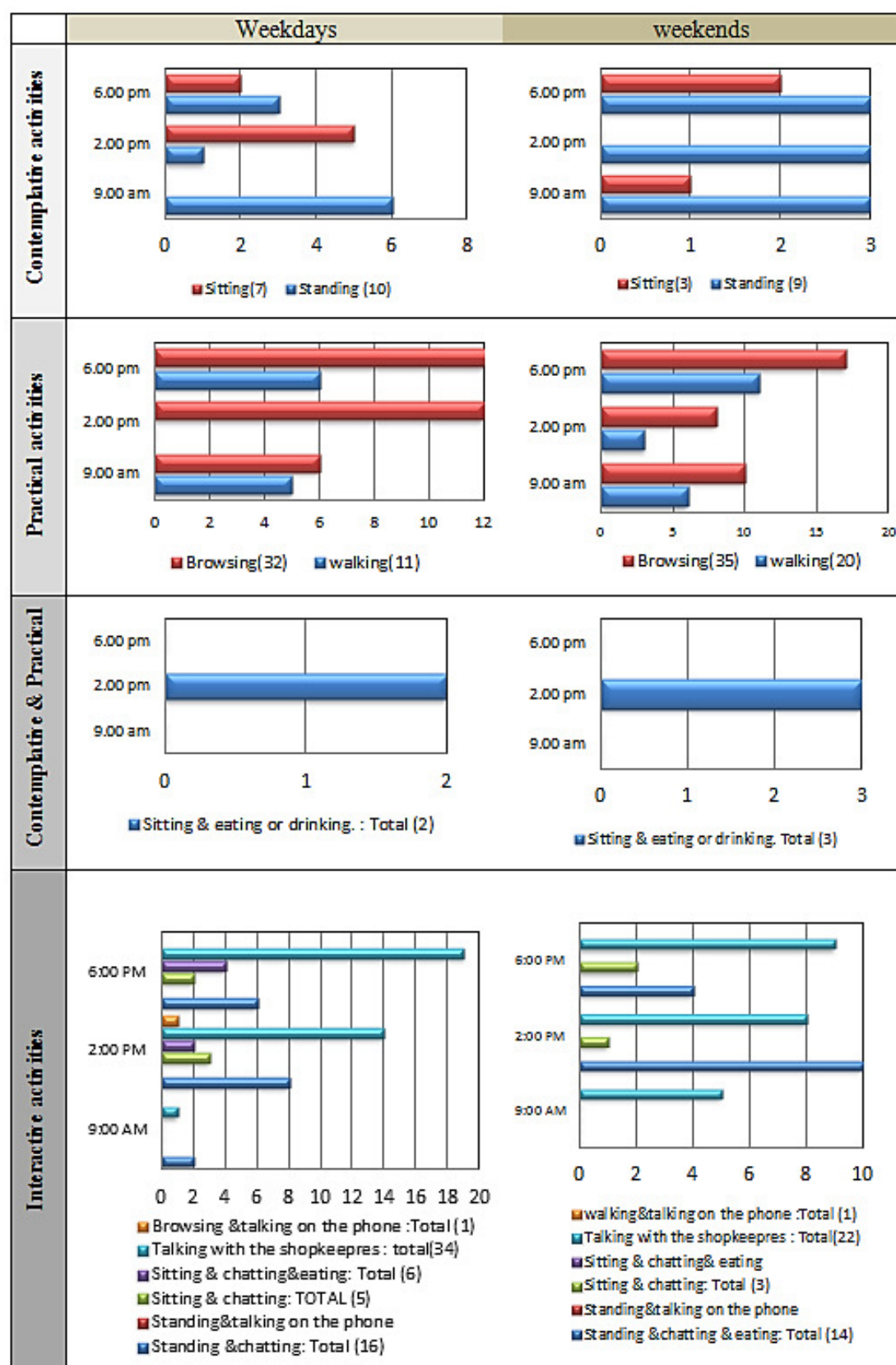


Figure 6.11: Gate 2, Souk Naif. Left, total activities during the weekdays snapshot observation. Right, total activities during the weekends snapshot observation (see key on p.162)

The activities recorded at Gate2 in Souk Naif are categorized in figure 6.12. The comparison shows that practical, interactive, practical and interactive activities together are the highest occurring activities during the weekdays and weekends. The less prevalent activities during both weekdays and weekends observation time are contemplative, contemplative and practical activities.



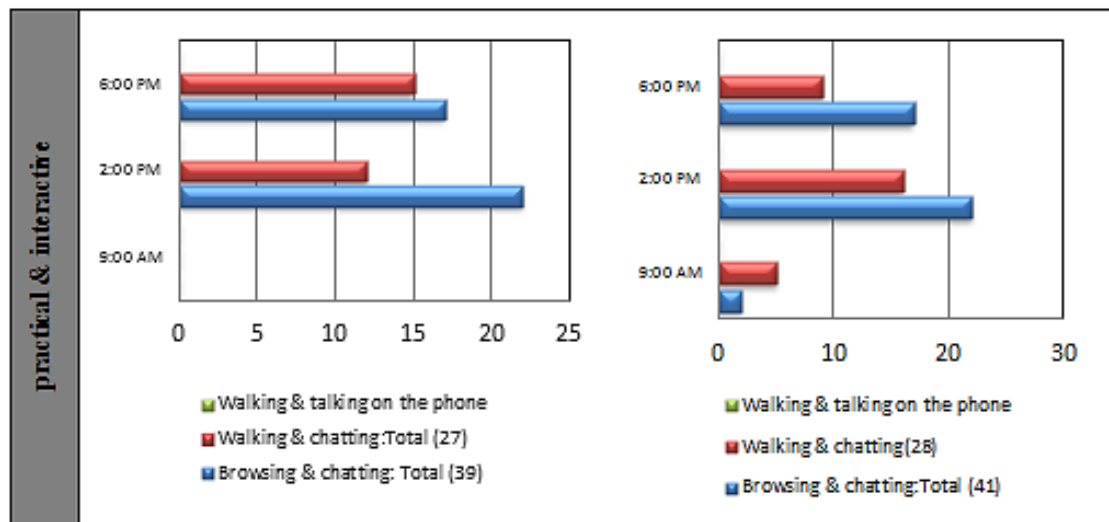


Figure 6.12: Types of activities occurred during the weekdays and weekends snapshot observation in the Gate 2, Souk Naif.

To compare the social activities that take place in Souk Naif and the density of shoppers in the three places, from figure 6.13 it is apparent that the observed places were more crowded during the weekends. Chatting is the activity that most occurred in the three places. An interesting finding from the snapshot observation is the interaction between shoppers and shopkeepers, contrary to Dubai Mall where the observation did not record any kind of relationship between shoppers and shopkeepers.

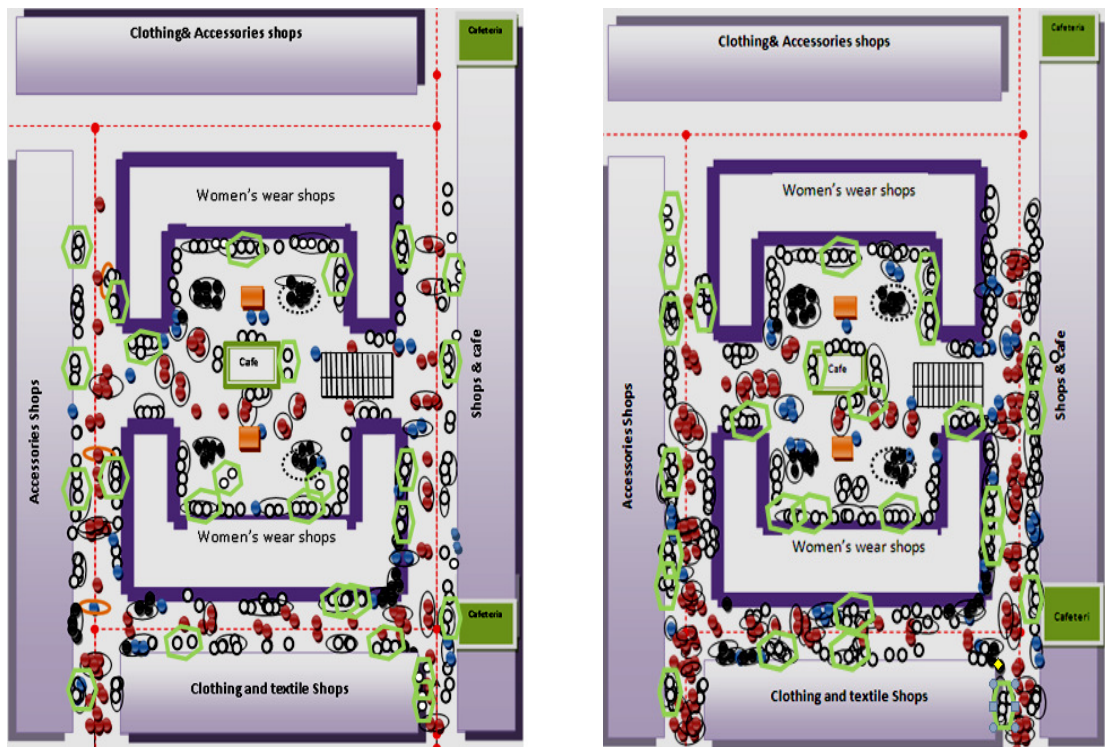


Figure 6.13: A comparison between the total snapshot observation of shoppers behaviour within the three places in DuSouk Naif (see key on p.162)

6.4 Analysis of unobtrusive observation of individual shoppers behaviour in souk Naif

6.4.1 Social activities observed at Souk Naif

Figure 6.14 presents the results of unobtrusive observation of individual shoppers' behaviour in three places in Souk Naif. Chatting was the most common social behaviour, accounting for 152 of all noted social behaviour. The highest number of this activity was recorded at the women's wear space (77) times followed by 45 times at the main entrance, and 30 times at Gate 2.

Browsing accounted for 121 shoppers; women's wear section recorded the high number with 56 times, followed by 31 times at Gate 2. Standing was 115 of observed social behaviour at Souk Naif, where recorded 63 times at the women's wear section, 33 times at the main entrance and 19 times at the Gate 2. Talking with the shopkeeper was recorded 79 times, where occurred 51 times at the main entrance and 28 times at the women's wear section. Sitting counted 64 times at the three observed places, where 43 times was at the women's wear section, 18 times at Gate

2 and 3 times at main entrance. The other activities the drinking, talking on the phone and eating were the less recorded activity at the three observed spaces. The other interesting finding is, the activity of taking photos did not appear at the souk.

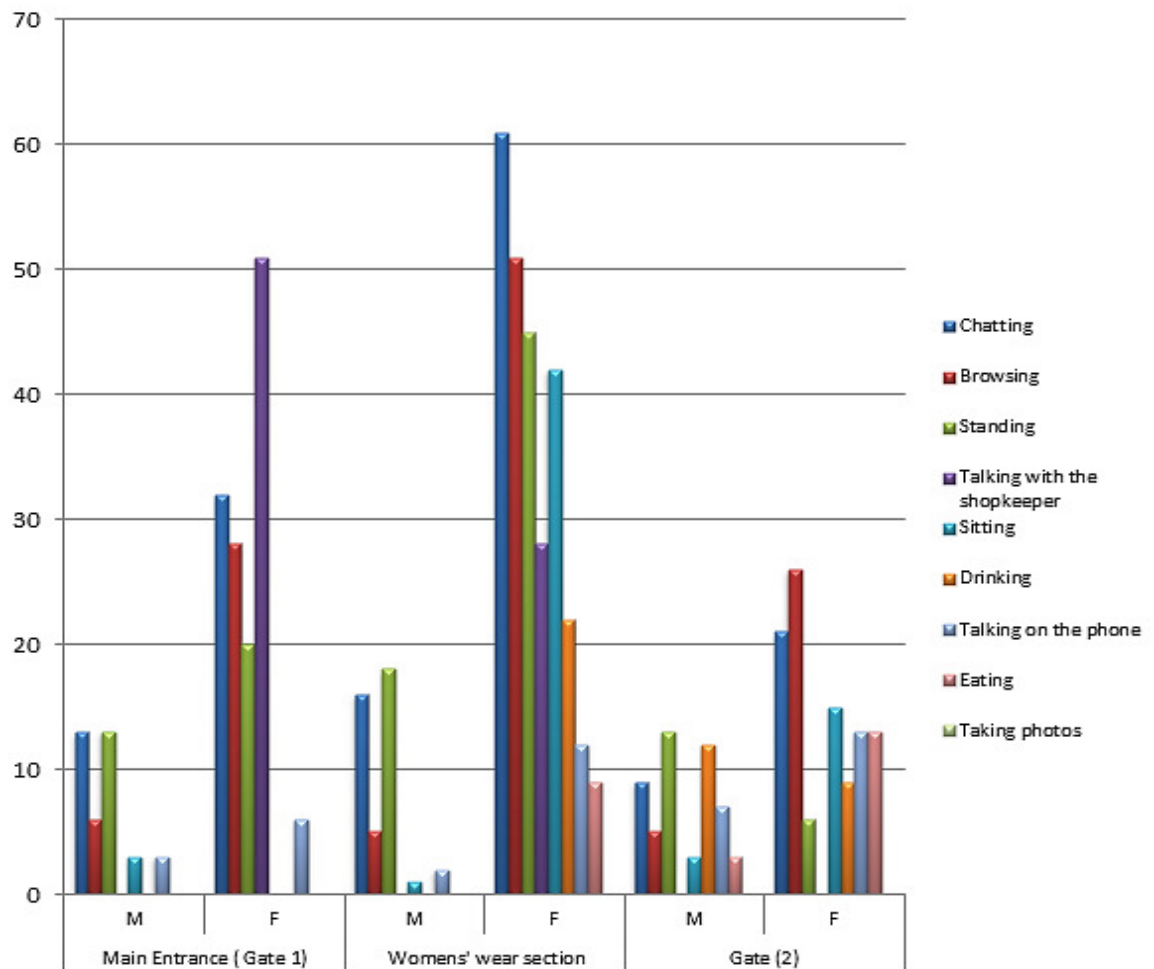


Figure 6.14: The results of observation of shoppers' social activities at Souk Naif.

The observation results of shoppers' behaviour also showed the difference between male and female behaviour. According to gender, the highest activity recorded within the four places is chatting with 114 female vs 38 male, browsing was the second activity (105 female vs 16 male). Talking with the shopkeepers (79 female vs 0 male), standing (81 female vs 44 male), sitting (57 female vs 7), talking in the phone (31 female vs 12 male), drinking (31 female vs 12 male) and eating (22 female, 3 male) – Figure 6.15.

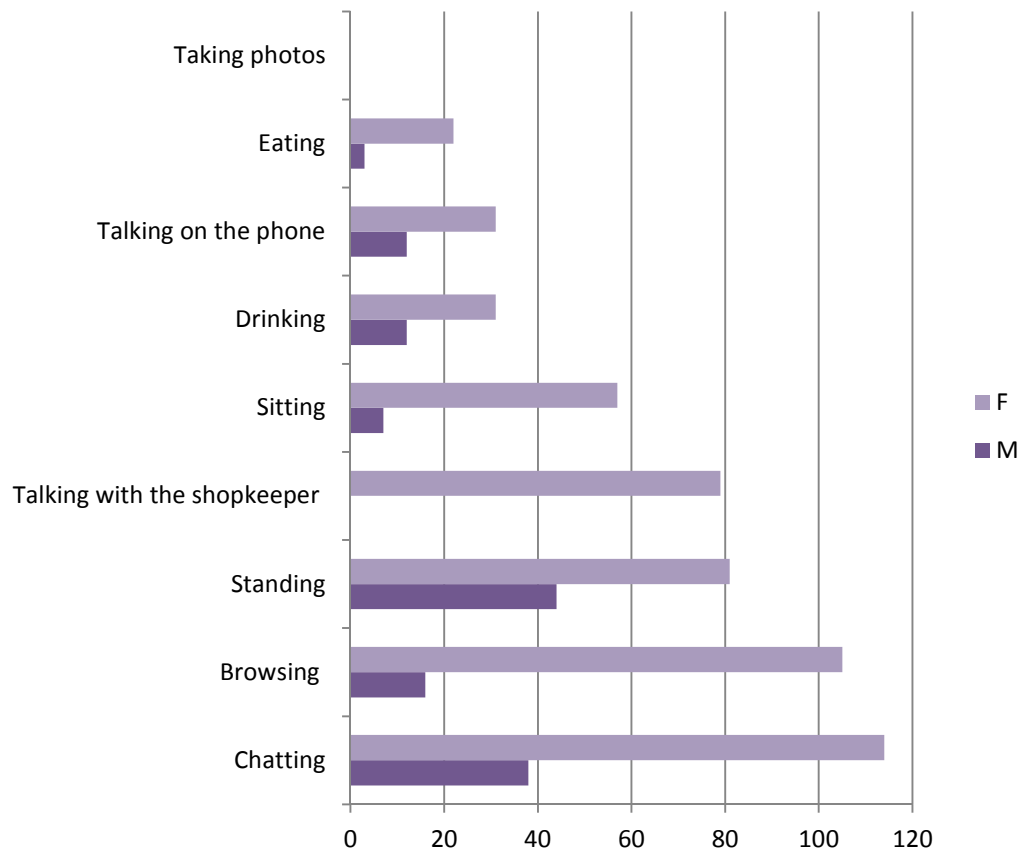


Figure 6.15: Shoppers' activities according to gender, Souk Naif (in numbers)

As shown in table 6.3, the percentage of total number of shoppers who were walking at a low speed at the Main entrance was 60.97% of shoppers, 24.39% Shoppers who moved at a medium speed and 14.63% who were walking in a high speed. At Women's wear section 66.66% were walking in low speed followed by 25.39% with medium speed and 7.93% were walking in high speed. 73.91% at café & restaurant space were walking in low speed, 17.39% Shoppers who moved at a medium speed, whilst 6.25% in High speed.

From figure 6.16 we can notice that, the slowest walking was observed at the women's wear section because there are many facilities which attract the attention of the visitors to the souk like traditional women's wear shops, café shop and vertical circulation elements. Returning to results of the questionnaire, a high number of the respondents referred to this place as being more attractive compared with the other two places: Main entrance (gate 1) and Cafe & restaurant (gate 2).

The places	Speed %			Duration%		
	Low	Medium	High	<5 Min	5 Min	>5
Main Entrance	60.9	24.4	14.6	14.6	46.3	39.0
Women's wear shops	66.7	25.4	7.9	7.9	50.8	41.3
Cafe & restaurant	73.9	17.4	6.3	8.7	13.0	78.3

Table 6.3: Walking speed and duration of shoppers' stay within observation spaces at Souk Naif (in percentage). Source: Author

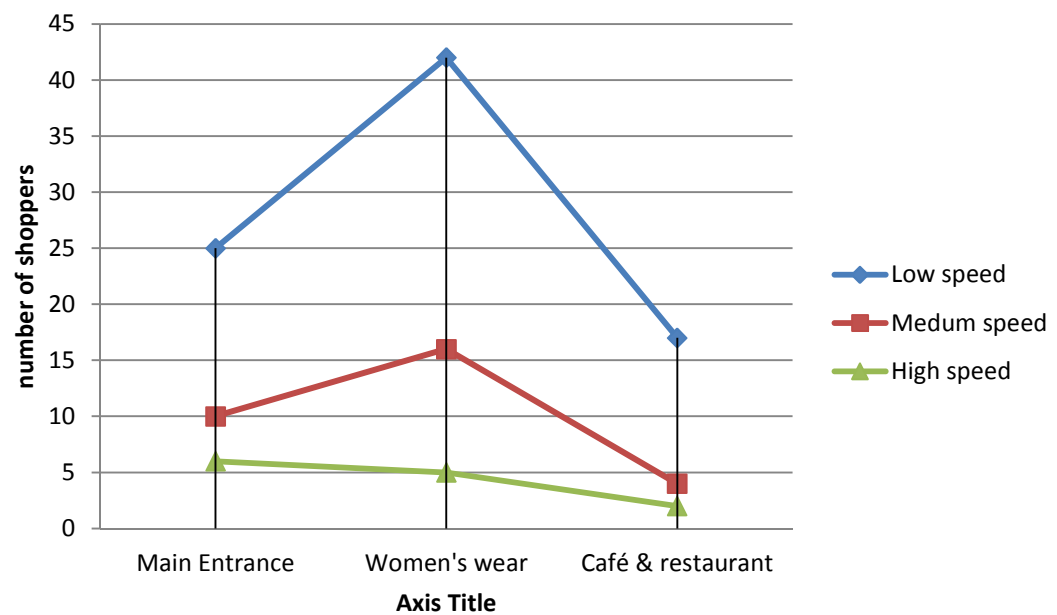


Figure 6.16: Walking speed of the shoppers at Souk Naif.

6.4.2 Shoppers' behaviour analysis according to the observation at Souk Naif

Most research to date has defined shopper behaviour as consisting of three major identifiable components: speed, duration and density. Therefore, the field work based on observation recorded these components in different parts of Dubai Mall and Souk Naif and at different times and days.

Figure 6.17 shows the duration stay time of the shoppers who were observed within the three places in Souk Naif. The observation revealed that 5 out of 65 shoppers spent less than 5 minutes at the women's wear section, 32 out of 65 spent 5 minutes, while 26 out of 65 shoppers spent more than 5 minutes. At the main entrance 6 out of 41 spent less than 5 minutes, 19 out of 41 spent 5 minutes and 16 out of 41 spent

more than 5 minutes. For shoppers at Gate 2, the observation showed that 2 out of 23 spent less than 5 minutes, while 3 out of 23 spent 5 minutes and 18 out of 23 spent less than 5 minutes.

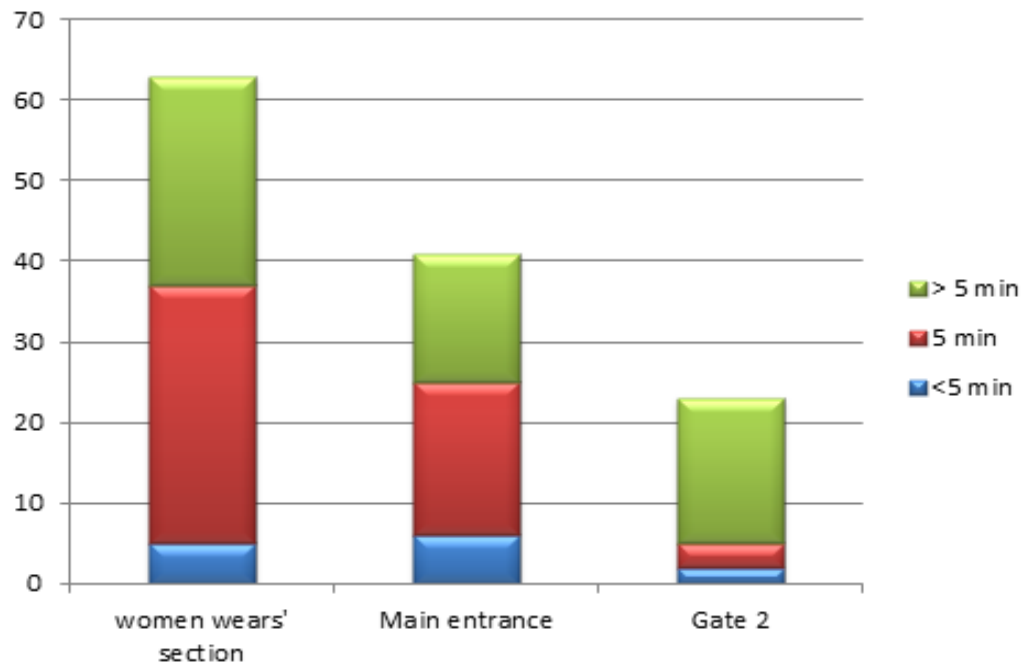


Figure 6.17: Duration of shoppers' stay within observation spaces at Souk Naif (in numbers)

Briefly, from the data collected from the observation, women's' wear place have recorded the highest number of activities, where chatting and browsing the highest noticeable activity, as well as shoppers stayed for long time comparing with duration of stay at the other places. Shoppers were react and interact with the each other and with the shopkeepers

6.5 Analysis of the snapshot observation in Dubai Mall

The figure 6.18 below shows the four chosen places for the snapshot observation in Dubai Mall. Four different colours identify the spaces. The purple colour refers to the main entrance, the red colour refers to the Gold Souk space, and the green colour refers to the Ice rink space and the yellow to the waterfall.

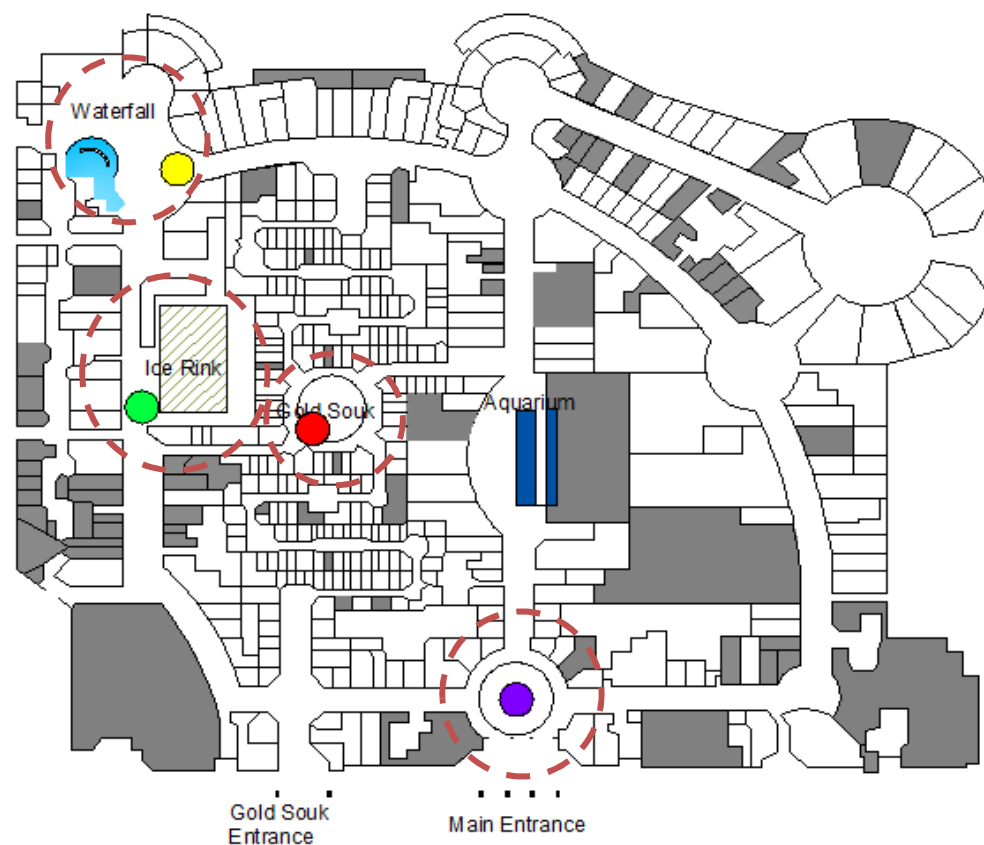


Figure 6.18: Snapshot observation places within Dubai Mall. (Source: Author)

Table 6.4 shows the meaning of each of the symbols chosen to represent the recorded behaviour of the shoppers on the map of the Mall.











Symbols	meaning	Symbols	meaning
	Browsing		Taking photos
	Walking		Talking, chatting
	Sitting		Dinking, Eating
	Standing		Talking in the phone
	Skating		Talking with the shopkeeper

Table 6.4: Symbols of shoppers' behaviour at Dubai Mall. (Source: Author)

6.5.1 Analysis and comparison of the snapshot findings at the main entrance, Dubai Mall

The snapshot observation in the main entrance was undertaken to create an image of shoppers' activities, which occurred and their spatial use patterns. The total shoppers' activities levels recorded are presented in figure 6.19, which shows the frequency of activities within the shopping environment at the main entrance.

The snapshot observation was conducted on weekdays and weekends during April 2011, as has been pointed out in the methodology chapter.

a) Shoppers' activities during weekdays and weekends at 9:00 am

Weekdays: From figure 6.19 the results of the snapshot observation at the morning observation time shows that the shoppers start to come to the mall. The obvious activity that occurred at that time was walking.

Weekends: As shown in figure 6.19, it is noticeable that the number of shoppers increased compared to the weekdays mornings. A variety of activities was recorded at that time, as well as interaction which occurred among the shoppers.

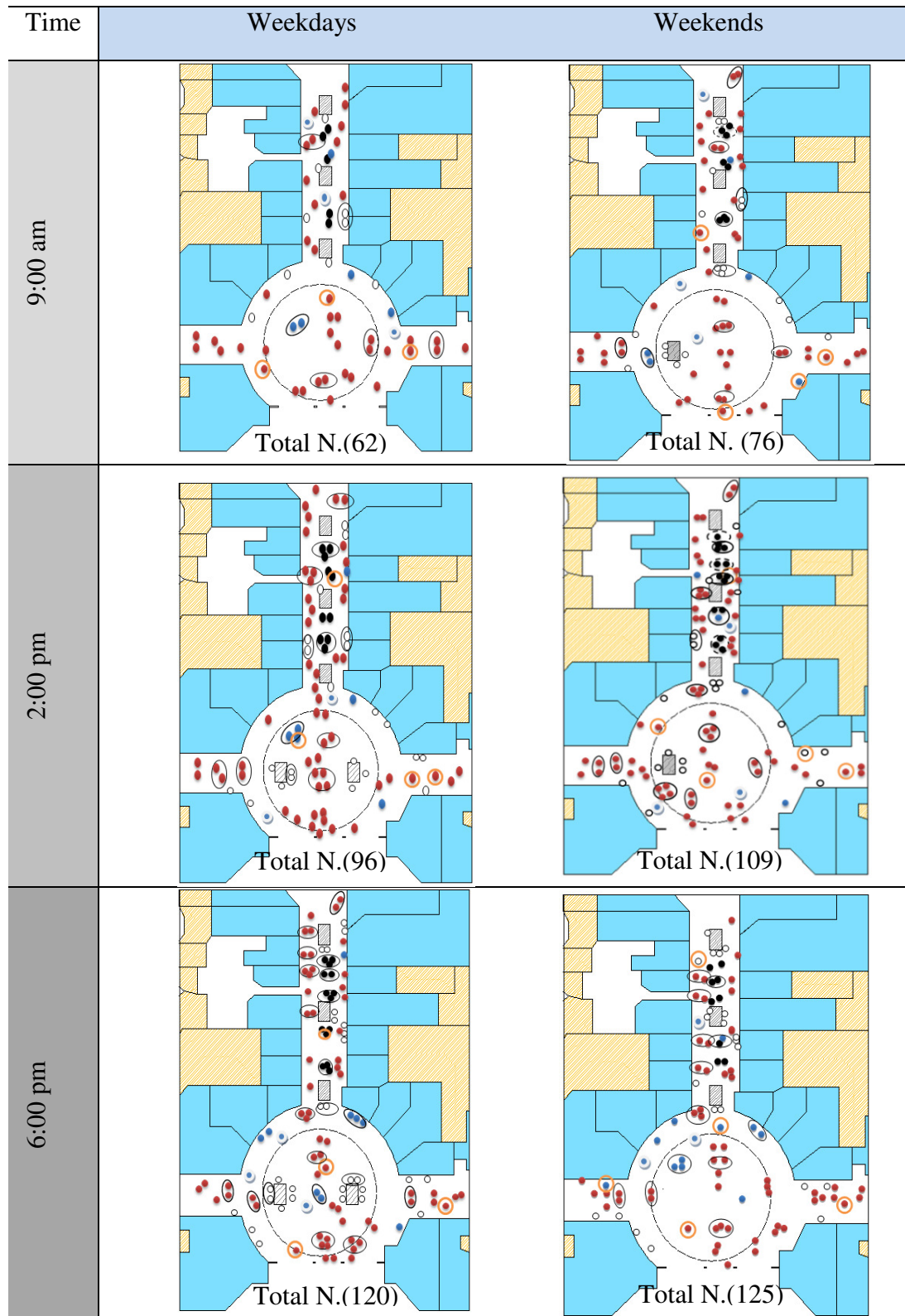


Figure 6.19: Shoppers' location and activities during weekdays and weekends in the main entrance in Dubai Mall. (Source: Author). (See key on p.187)

b) Shoppers' activities during weekdays and weekends at 2:00 pm

Weekdays: there was an increase in the number of shoppers in comparison with the morning time, as well as an increase in the activities within the mall and among the shoppers, such as sitting and chatting, walking and chatting, and chatting.

Weekends: figure 6.20 show that the place witnessed an increase in visitors to the main entrance in the afternoon. Shoppers concentrated more where the cafes and the sitting areas area, rather than the space that is closer to the entrance.

c) Shoppers' activities during weekdays and weekends at 6:00 pm

Weekdays: the space became more crowded in the evening time (figure 6.20), with many shoppers moving through the space. The highest number of activities and interaction among the shoppers occurred at the space that links the main entrance with the aquarium.

Weekends: on contrary, the activities within the main entrance during the weekends in the evening time were fewer than those observed during the weekdays in the evening time.

Figure 6.20 summarizes the total activities that were obtained from the snapshot observation during the all weekdays and weekends. From the figure 6.20, we can compare the all activities that took place within Dubai Mall main entrance. Walking is the clearest recorded activity within the space during the weekdays; this activity increased during the weekends.

The space is used as a link place by shoppers who are moving within the space to other parts of the mall. Figure 6.20 shows also a high density of shoppers and different types of activities, which occurred within the space that links the main entrance spaces to the aquarium space.

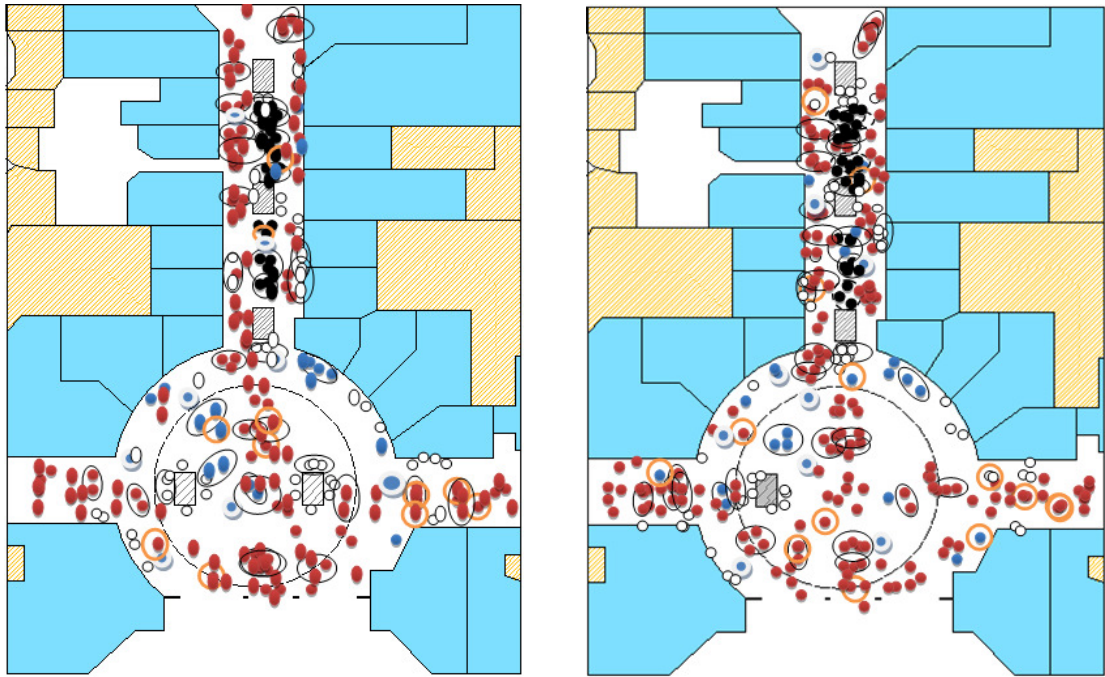
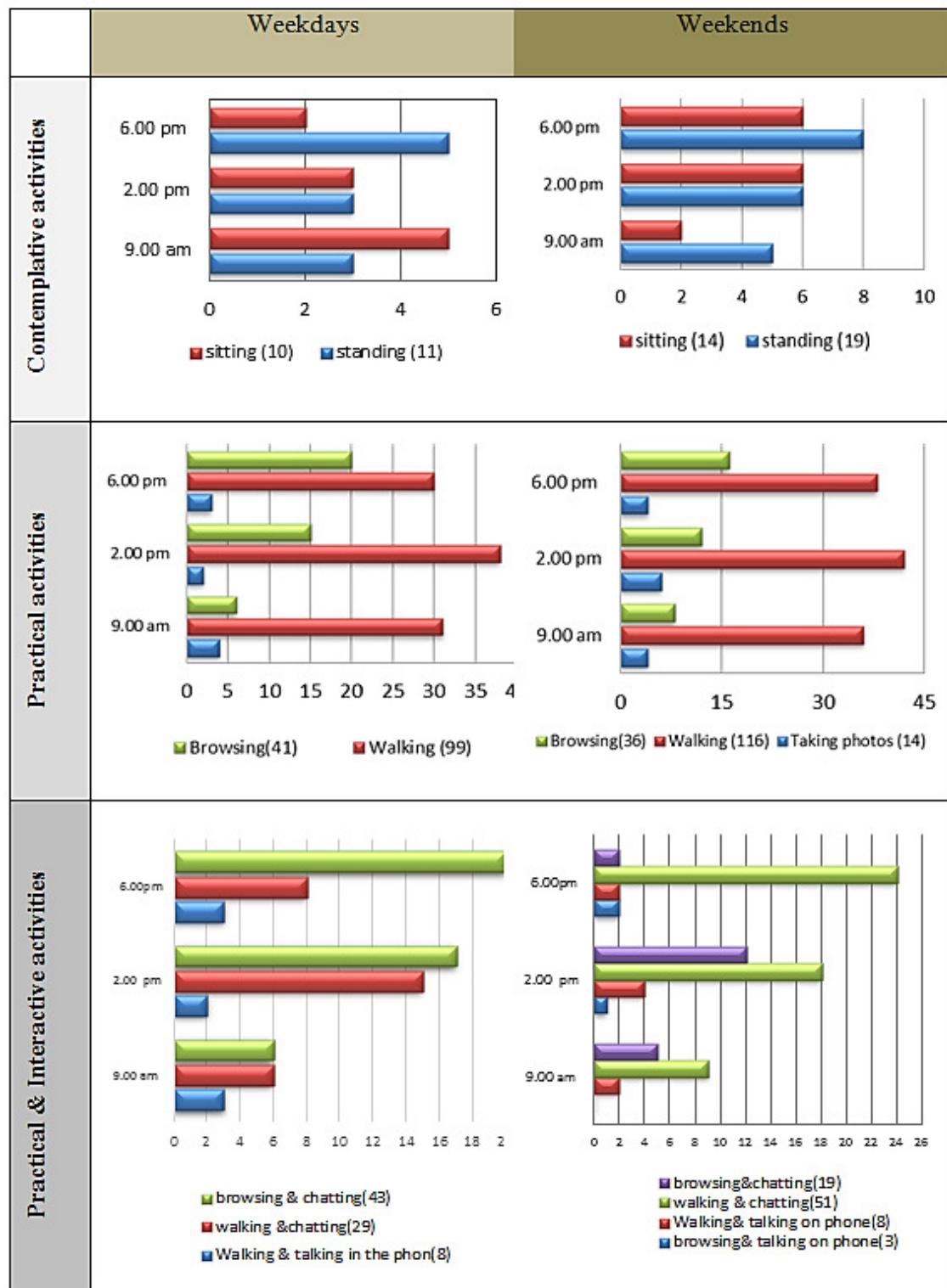


Figure 6.20: Main entrance, Dubai Mall. On the left, total activities during the weekday's observation. On the right, total activities during the weekend's observation. (Source: author), (see key on p.187)

Shoppers' activities that were recorded in the main entrance in Dubai Mall were categorized according to those shown in table 6.1. Figure 6.21 revealed that the practical activities and practical and interactive activities are the highest recorded activity during the weekdays and weekends as well, whilst the contemplative and contemplative and interactive activities are the less common activities within the space during the weekdays and the weekends.



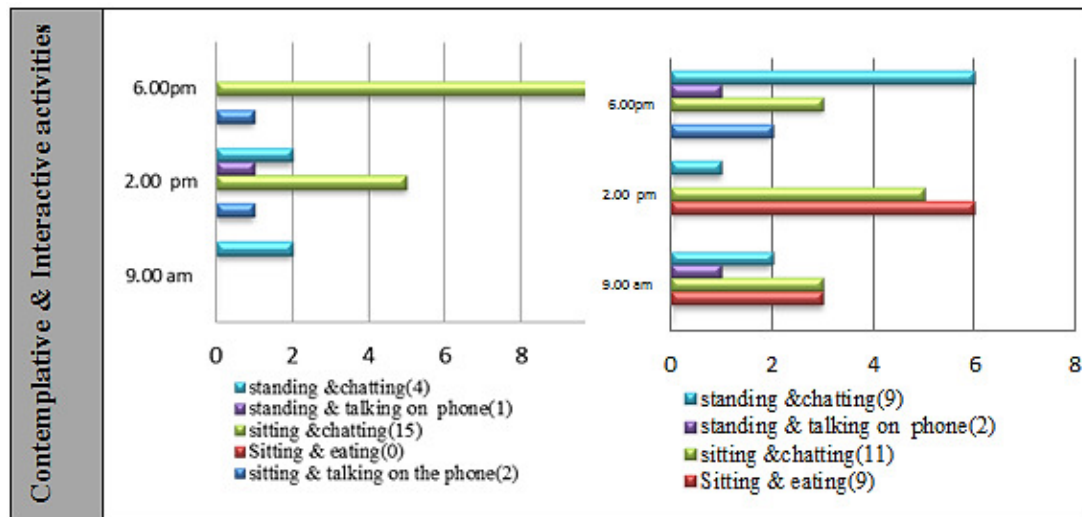


Figure 6.21: Categorization of activities occurred in the Dubai Mall main entrance during the weekdays and weekends. (Source: author)

6.5.2 Analysis and comparison of the snapshot findings at the Gold Souk, Dubai Mall.

a) Shoppers' activities during weekdays and weekends at 9:00 am

Weekdays: walking activity and browsing were the highest recorded shoppers' activities in the Gold Souk observed in this space at the morning time.

Weekends: among the different types of activity recorded during the snapshot observation, browsing and walking were the most common activities that took place. Furthermore, the interaction between shoppers who were sitting in the middle of the space, where shoppers were chatting together, was noticeable (see figure 6.22).

b) Shoppers activities during weekdays and weekends at 2:00 pm

Weekdays: as shown in figure 6.22, during the afternoon the space became crowded and the browsing activity was still the highest observed activity within the space. In addition, there was an increase in the social interaction between the shoppers who were sitting or walking.

Weekends: comparing with the weekdays afternoon snapshot observation, walking was the most apparent activity followed by browsing.

c) Shoppers' activities during weekdays and weekends at 6:00 pm

Weekdays: the observation during the evening time showed a decrease in the number of shoppers within this space.

Weekends: on the contrary, the space became slightly crowded, shoppers were moving within the space, browsing in front of the shops, standing and taking photos.

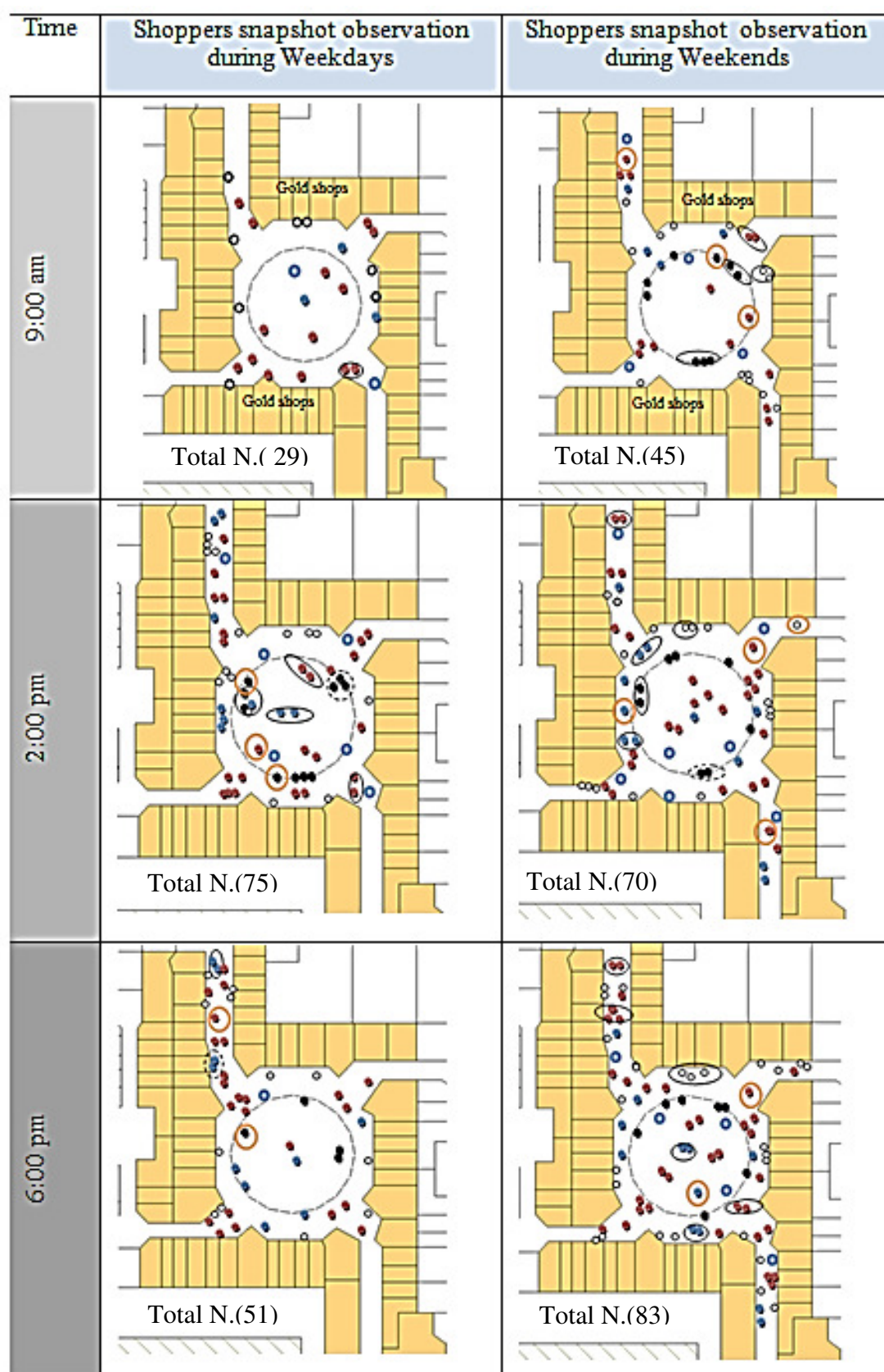


Figure 6.22: Shoppers' location and activities during the weekdays and weekends in the Gold Souk in Dubai Mall. (Source: author), (see key on p.187)

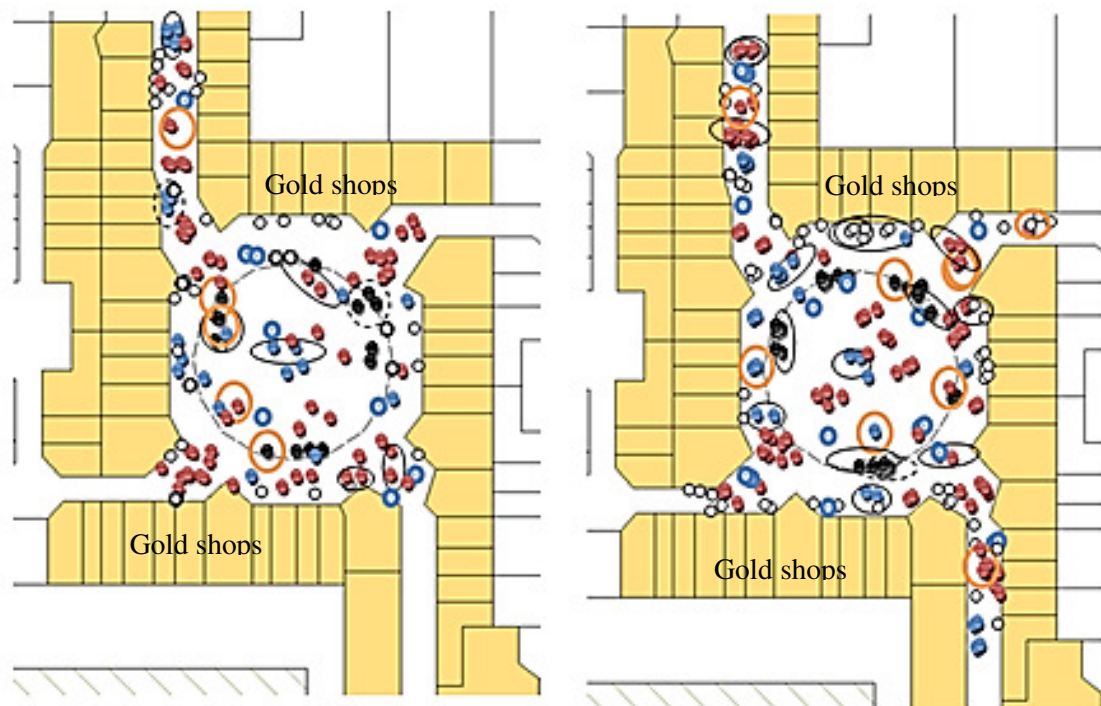
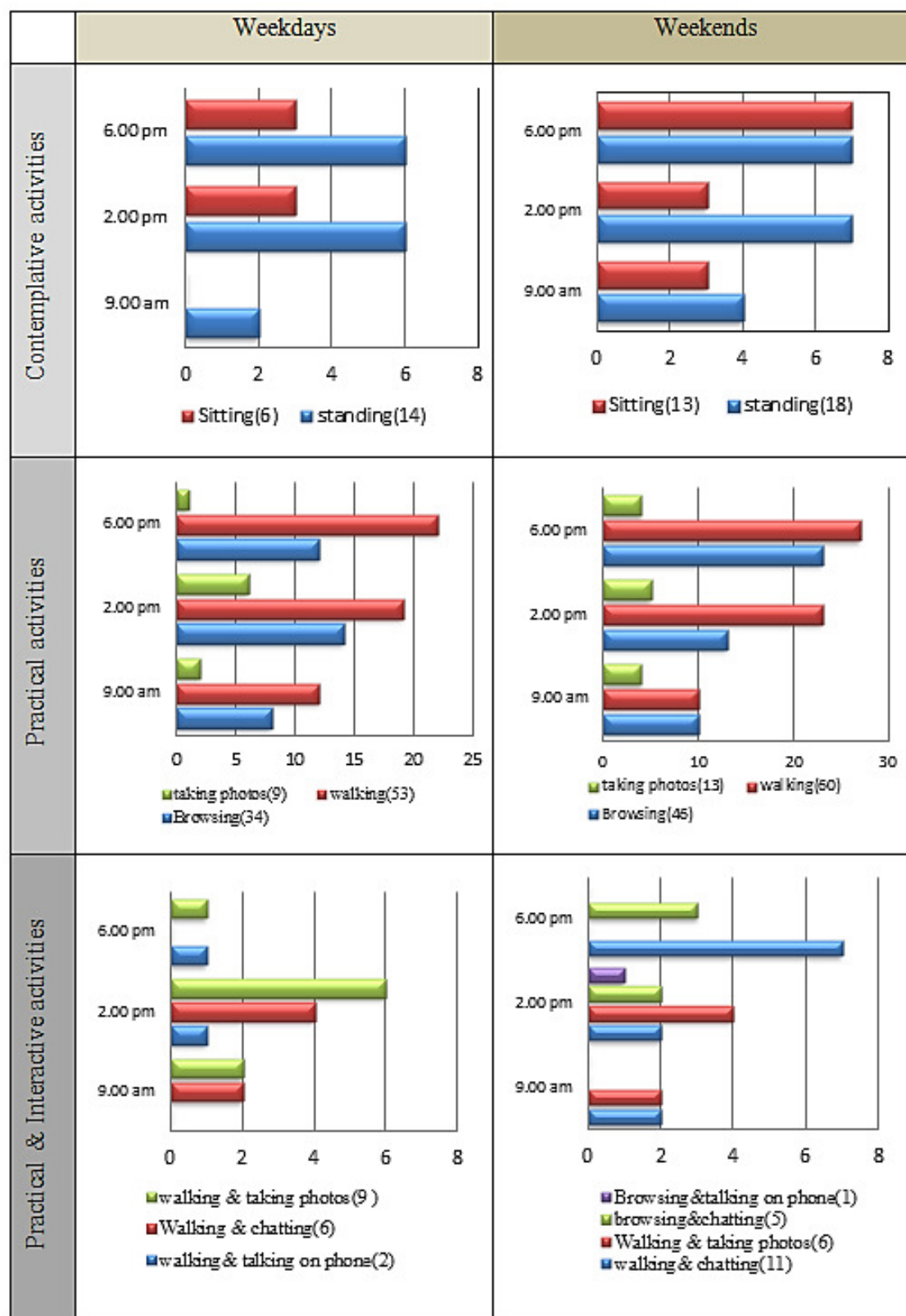


Figure 6.23: Gold Souk, Dubai Mall. On the left, total activities during the weekday's observation. On the right, total activities during the weekend's observation. (Source: author), (see key on p.187)

Figure 6.23 above shows the total activities that were obtained from the snapshot observation. We can see that the all activities occurred during the weekdays were less than the observed activities during the weekends. Walking and browsing activities are the highest noticeable activities during the weekdays and weekends. Social interaction during the weekdays and weekends does not appear strongly between shoppers. Few shoppers are sitting or walking and chatting.

The practical activities is the highest recorded type of activity during the weekdays within the Gold Souk space (figure 6.24), followed by contemplative activities, whilst these activities increased during the weekends



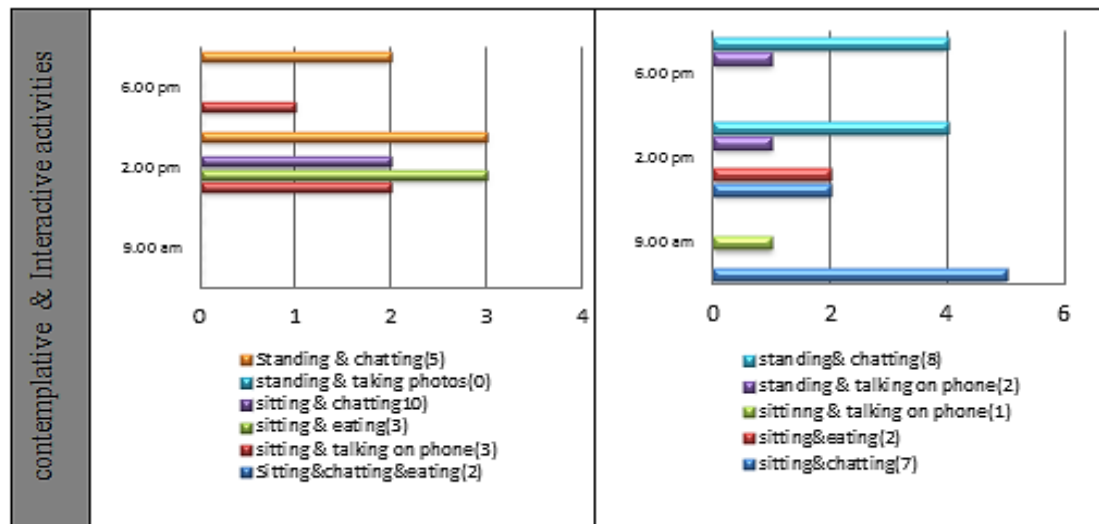


Figure 6.24: Categorization of activities that occurred in the Gold Souk, Dubai Mall, during the weekdays and weekends. (Source: author)

6.5.3 Analysis and comparison of the snapshot findings at the Ice Rink, Dubai Mall

a) Shoppers activities during weekdays and weekends at 9:00 am

Weekdays: from figure 6.25, moving is the highest activity recorded at morning time, followed by people who are sitting in the café shops that are located around the Ice rink. The lowest activities were skating and browsing.

Weekends: the number of shoppers increased within the space during the morning time. The main activity was walking followed by sitting and eating or chatting, and skating.

b) Shoppers' activities during weekdays and weekends at 2:00 pm

Weekdays: as shown in figure 6.25, in comparison with the morning time, the place witnessed an increase in the number of people who were in this place at the afternoon observation time. Different activities were recorded at this time. Sitting, sitting combined with other activities like eating, chatting or talking on phone are the

highest observed activities followed by walking, skating and standing. Browsing still, is the lowest activity recorded in this space.

Weekends: the number of shoppers decreased during the weekends at the afternoon time.

c) Shoppers' activities during weekdays and weekends at 6:00 pm

Weekdays: in the evening of the weekdays, the space was still crowded with shoppers who were sitting in the café shops, standing watching people skating or taking photos, with a few people browsing (see figure 6.25).

Weekends: the place became more crowded compared with the afternoon time as well as with the weekdays snapshot observation. The highest recorded activities were sitting watching people or sitting and eating or chatting, and the lowest activity was browsing.

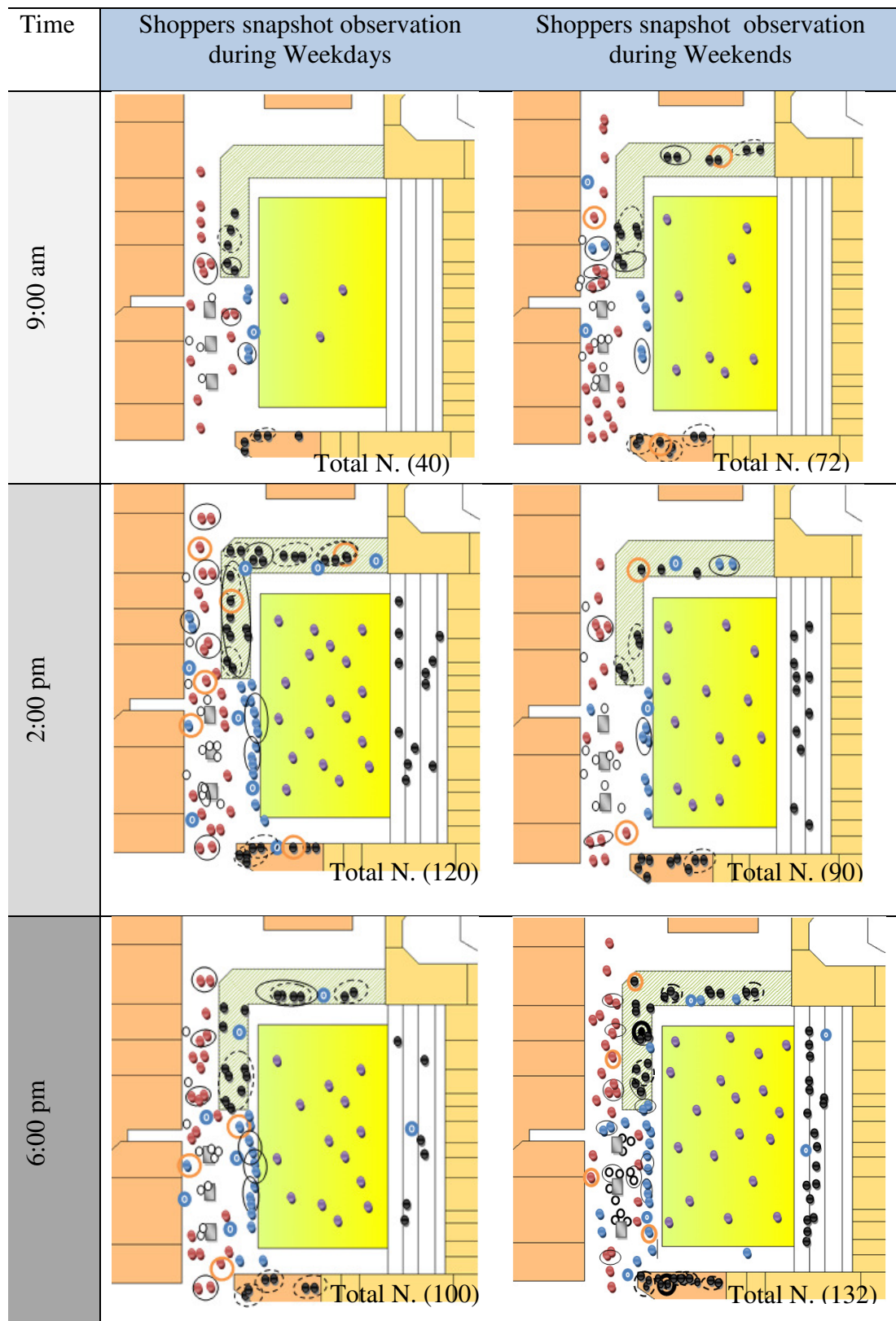


Figure 6.25: Shoppers' location and activities during the weekdays and weekends in the Ice rink, in Dubai Mall. (Source: author), (see key on p.187)

Figure 6.26 shows the total shoppers activities recorded during the weekdays and weekends within the Ice rink space. The highest activity shown in the weekdays is sitting and walking followed by standing and skating, the lowest activity is browsing. On the other hand, the space become more crowded during the weekends, the number of activities increased, and sitting was the most noticeable activity followed by walking, skating and standing activity.

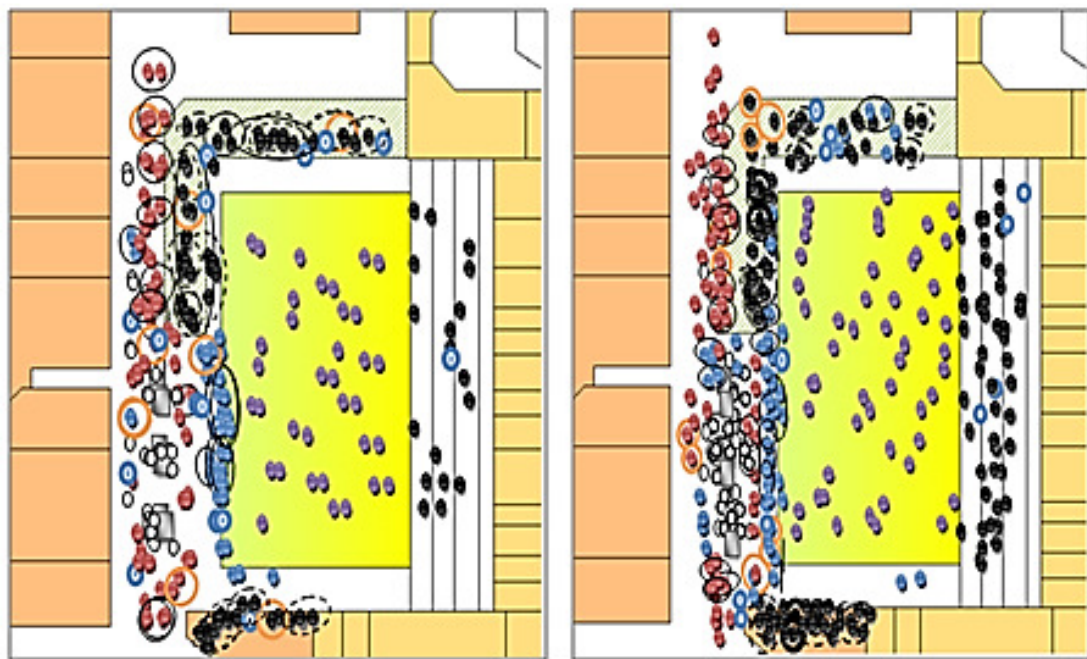
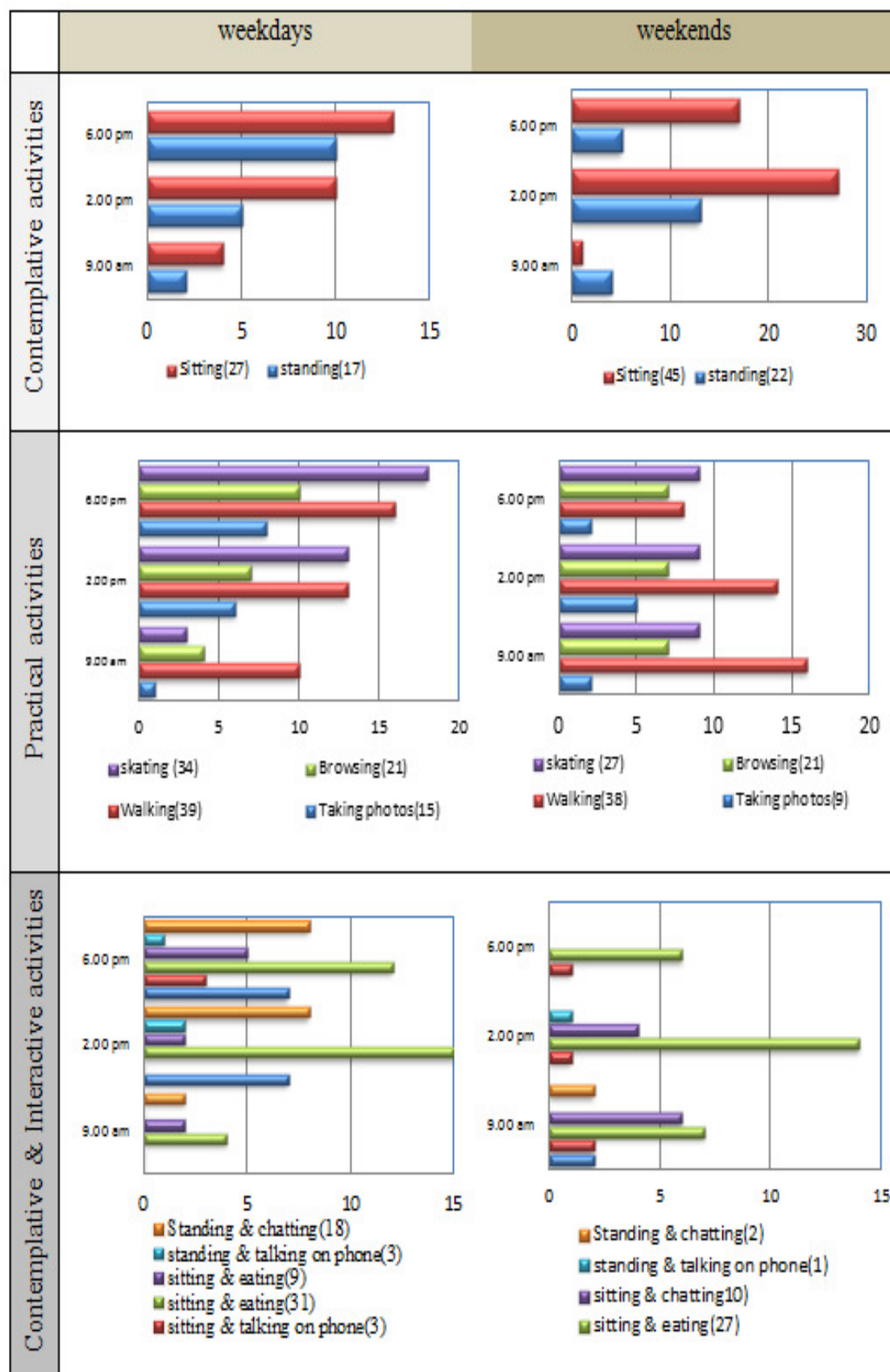


Figure 6.26: Ice rink, Dubai Mall. On the left, total activities during the weekday's observation. Right, total activities during the weekend's observation. (Source: Author), (see key on p.187)

In figure 6.27, practical activities were the most common activities taking place in the Ice rink space in the weekdays, followed by contemplative and interactive activities. At weekends, the practical activities, contemplative and interactive activities decreased comparing with the weekdays, whilst contemplative activities increased.



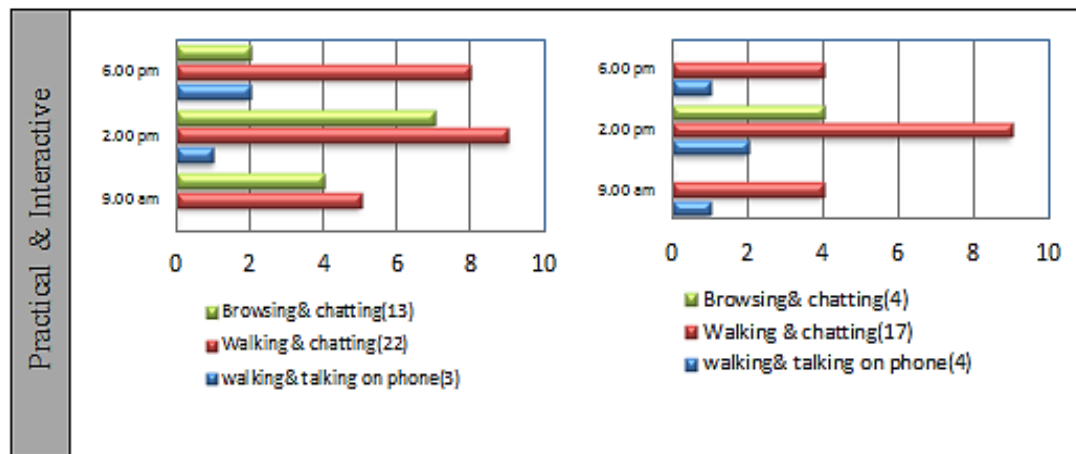


Figure 6.27: Categorization of activities occurred in the Dubai Mall, Ice rink during the weekdays and weekends. (Source: author)

6.5.4 Analysis and comparison of the snapshot findings at the waterfall, Dubai Mall

a) Shoppers activities during weekdays and weekends at 9:00 am

Weekdays: The snapshot observation in this space during the morning showed shoppers walking around the café shop and in front of the waterfall. The other noticeable activity was browsing in front of shop windows, followed by a number of shoppers who were sitting in the open café. Standing is the less recorded activity at this time (figure 6.28).

Weekends: the walking through this space and browsing decreased, and sitting activity increased comparing with the weekdays.

b) Shoppers activities during weekdays and weekends at 2:00 pm

Weekdays: as shown in figure 6.28, the numbers of shoppers' increased, different activities occurred, and the interaction between shoppers themselves and with the space was obvious in comparison with the morning time. Browsing was the most common activity; shoppers were browsing in front of the shops and around the stalls that are located in the space. Interaction between shoppers was recorded between

shoppers who were sitting in the café shop in the middle of the space, and between shoppers sitting and walking.

The observation also showed that a number of shoppers were standing in front of the waterfall chatting, taking photos or talking on the phone.

Weekends: the space became more crowded during the weekends afternoon. Browsing and walking through the space are the highest activities recorded. The numbers of shoppers who are standing and sitting are increased.

c) Shoppers' activities during weekdays and weekends at 6:00 pm

Weekdays: from figure 6.28, we can see that the social interaction between shoppers themselves when they are walking and chatting, browsing and chatting more common activity followed by sitting and chatting and standing and chatting, as well as, with the space where some shoppers standing in front of the waterfalls watching or taking photos, which are the less activity recorded at this time.

Weekends: During the evening time, the number of shoppers increased and the interaction between shoppers increased as well.

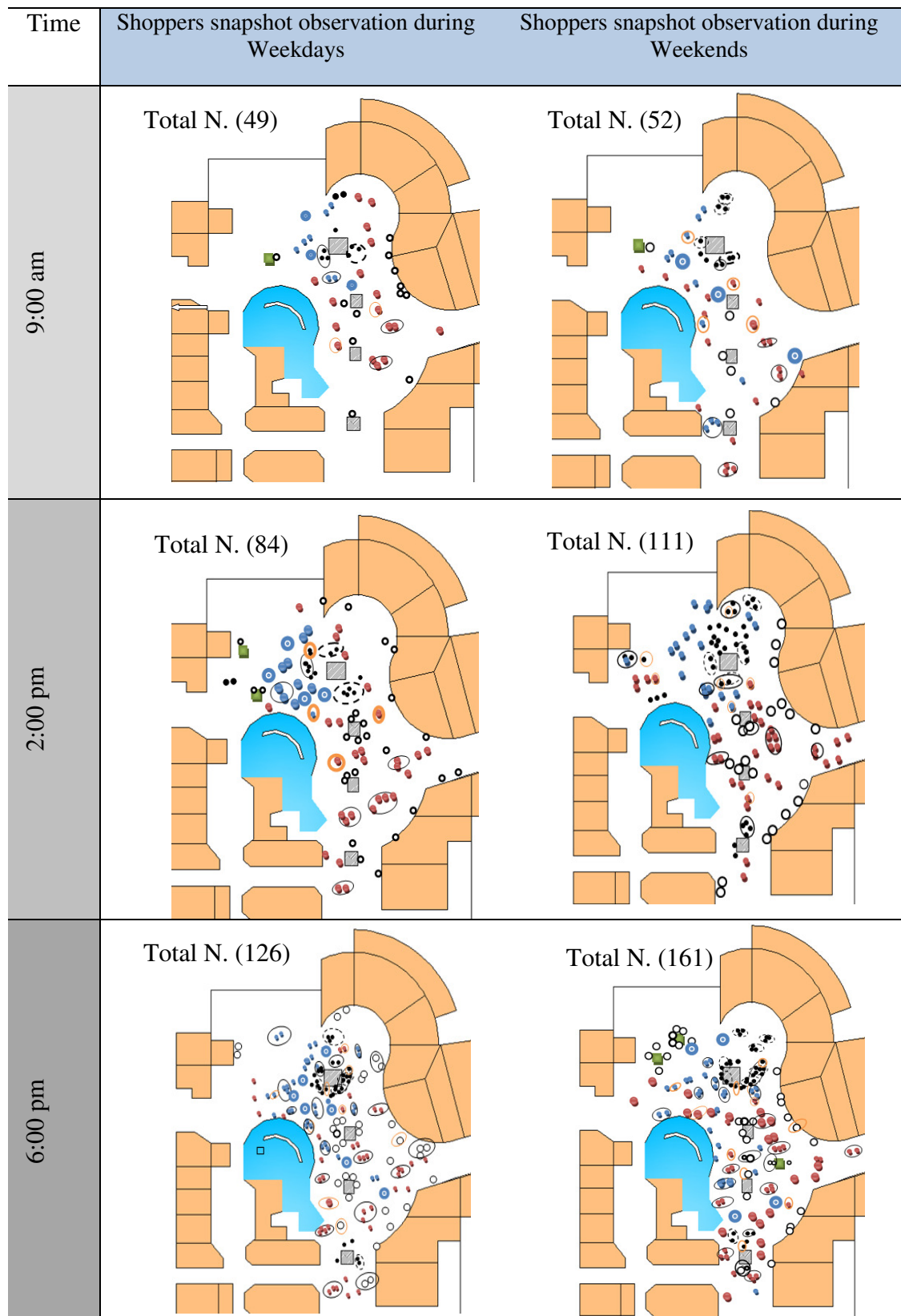


Figure 6.28: Shoppers' location and activities during weekdays and weekends at the Waterfall in Dubai Mall. (Source: author), (see key on p.187)

Figure 6.29 shows walking is the highest recorded activity followed by browsing and sitting during the weekdays. The other thing that can be seen clearly is the interaction between shoppers themselves in this space. The floorplan shows that people are chatting during their walk or when they are browsing, sitting, or standing. On the other hand, during the weekends, walking and sitting in the café shop or in front of the waterfall are the highest observed activities, followed by the browsing and standing activity.

During the weekdays and weekends snapshot observation, the interaction within the space is noticeable between shoppers who are close to, or in front of, the waterfall. In addition, shoppers concentrate in particular places such as the café shop in the middle of the space or in front of the waterfall or around the stalls.

The other thing that can be seen from figure 6.29 is that browsing activity is the lowest activity taking place by the waterfall space.

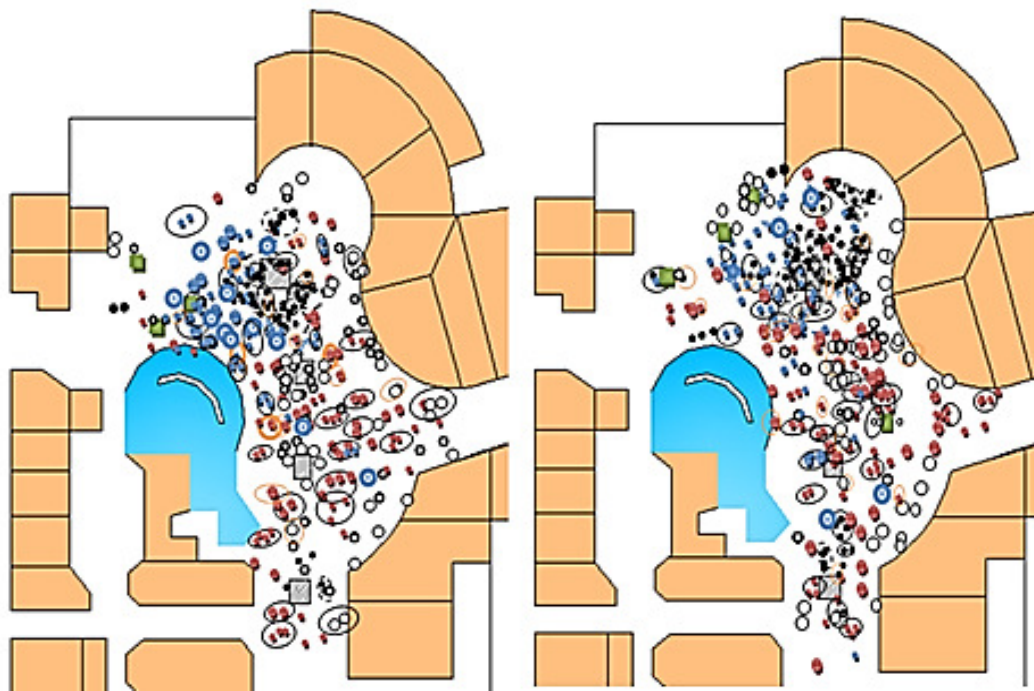
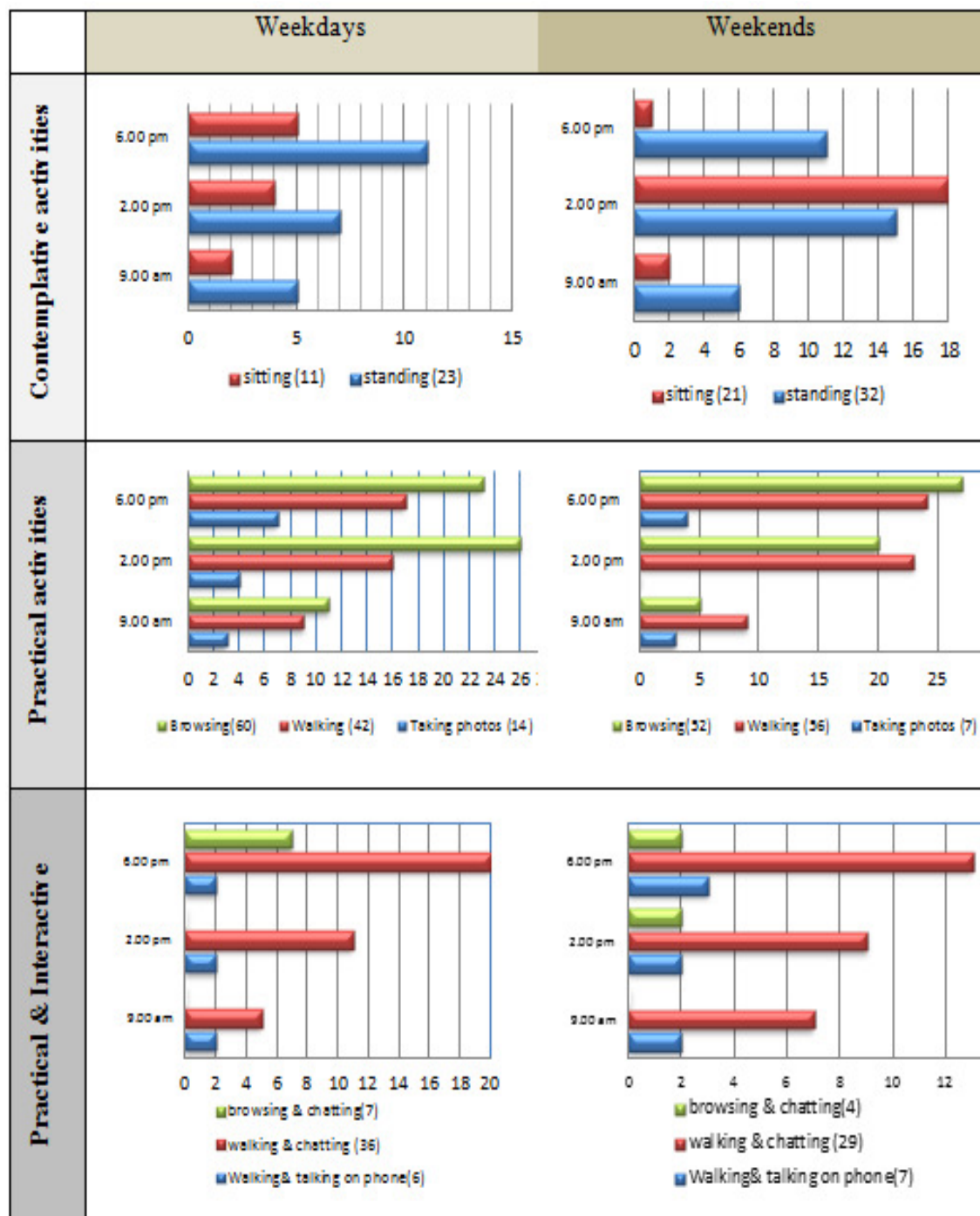


Figure 6.29: Waterfall area, Dubai Mall. Left, total activities during the weekdays snapshot observation. Right, total activities during the weekends snapshot observation, (Source: author), (see key on p.187)

From figure 6.30, during the weekdays the highest activity recorded at the waterfall in Dubai Mall was practical activities, where browsing is the majority of this

activity followed by walking and taking photos. The less commonly recorded activities are the contemplative activities, which are sitting and standing.

During the weekends, practical activities are the most noticeable activities within the space, followed by contemplative and practical activities, whilst the practical and interactive activities are the less common.



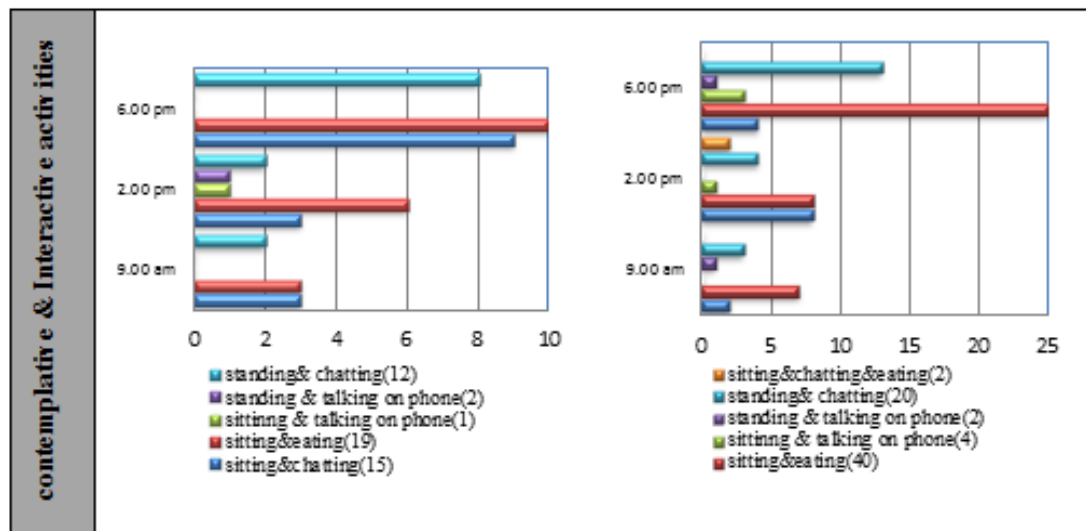
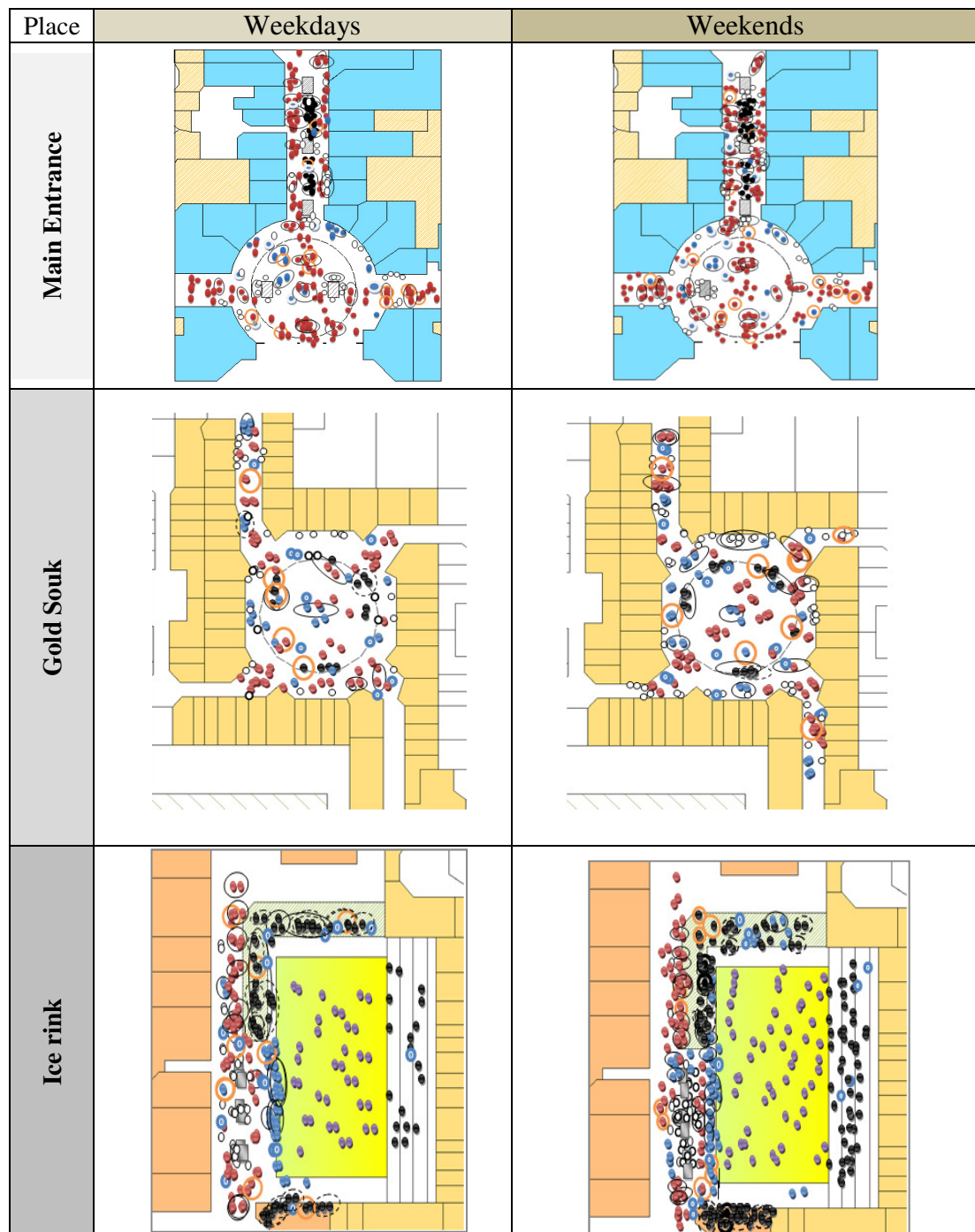


Figure 6.30: Categorization of shoppers' activities during the weekdays and weekends at the waterfall, Dubai Mall. (Source: author)

In conclusion, within the four places at Dubai Mall where the snapshot observation took place, practical activities (browsing and walking) occurred with a high number within the main entrance. This space's environment apparently encourages to occur some activities and does not encourage the interactive between shoppers themselves or between shoppers and the space. In the Gold Souk, practical activities were the most common activities, and a new activity occurred in this space in addition to browsing and walking, which was taking photos. The same activities were the highest recorded in the Ice rink, but again a new activity was recorded in this space, which was skating. In the last place, which is the waterfall, practical activities were the highest recorded type of activity within the space, also the highest in comparison with the other three places.

Comparing the density of shoppers within the four places in Dubai Mall, figure 6.31 shows the behaviour mapping of the total activities during weekdays and weekends. The waterfall place has the highest density during weekdays and this increased during weekends, followed by the Ice rink where the number of shoppers also increased during the weekends. The third place is the main entrance, where the density seems the same during the weekdays and weekends. The lowest density was observed in the open area within the Gold Souk.

Finally, the shopping environment appears to play an important role in terms of promoting the social interaction between shoppers. In other words, the physical environments of the space appear to encourage shoppers to interact to different degrees even with the space itself, with shoppers visiting and staying at one space more than others. This result is supported by the results from the questionnaires in Dubai Mall, where a high number of respondents said the waterfall place is the most attractive space in Dubai Mall and they spend a long time within it (see chapter five).



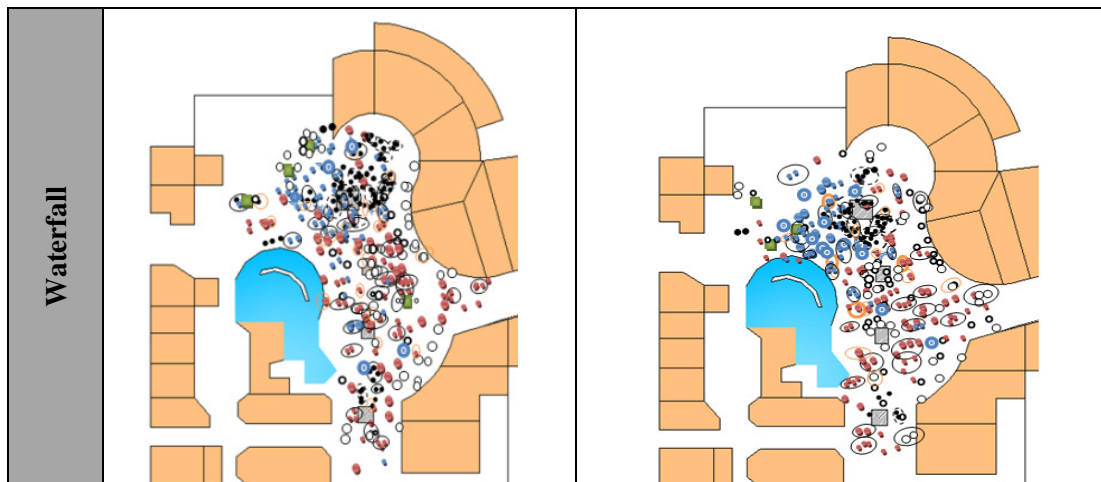


Figure 6.31: A comparison between the total snapshot observation of shoppers' behaviour within the four places in Dubai Mall, (Source: author), (see key on p.187)

6.6 Analysis of unobtrusive observation of individual shoppers in Dubai Mall

As explained in methodology chapter, the researcher used unobtrusive observation method to collect data about the behaviour of individual shoppers inside Souk Naif and Dubai Mall.

6.6.1 Social activities observed at Dubai Mall

Aggregating the activities observed in individual shoppers (figure 6.32) shows that chatting was the most common social behaviour, which occurred 187 times of all observed individual social behaviour at four places in Dubai Mall. The highest number of this activity was at the waterfall (61) time (female more than male), followed by Gold Souk 48 time (female more than male), 45 times at Ice rink (female more than male) and 33 times at the main entrance (female more than male).

The second most common activity was browsing, which accounted for 156 times of the overall activities. This activity occurred at shops and stalls at the main entrance 32 times, 37 times at front of shops and stalls at the Ice rink, 42 times at the Gold Souk, and 45 times at shops and cafes at the actual waterfall.

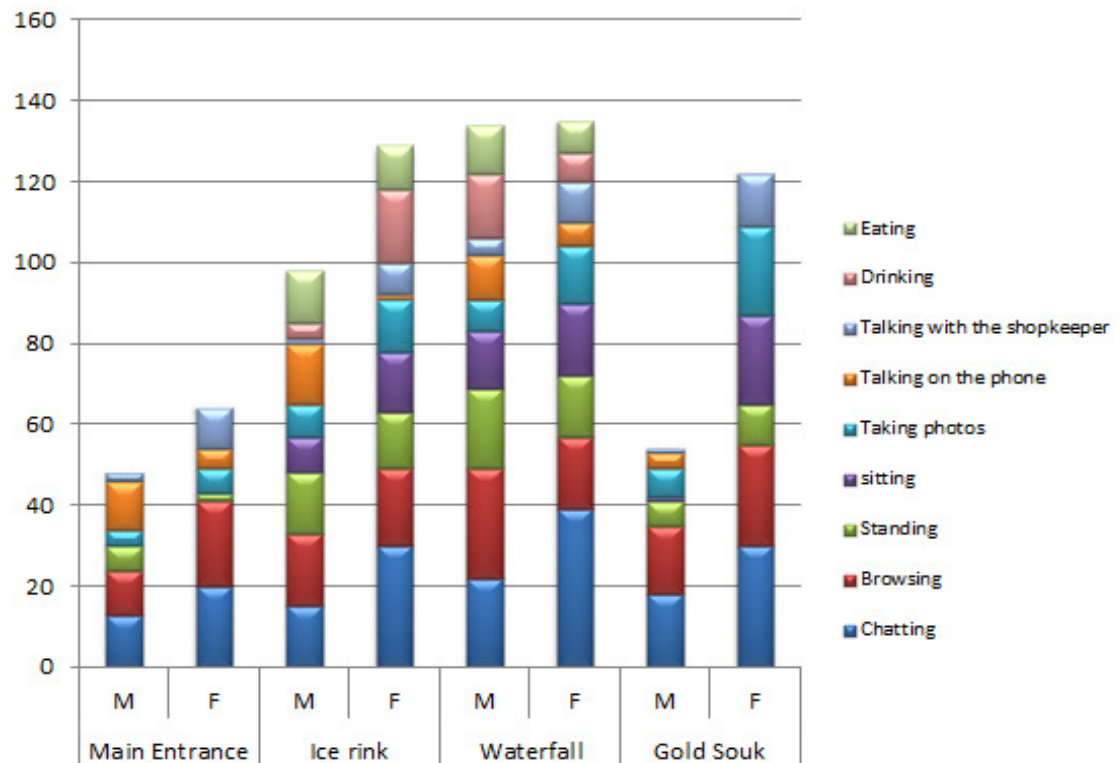


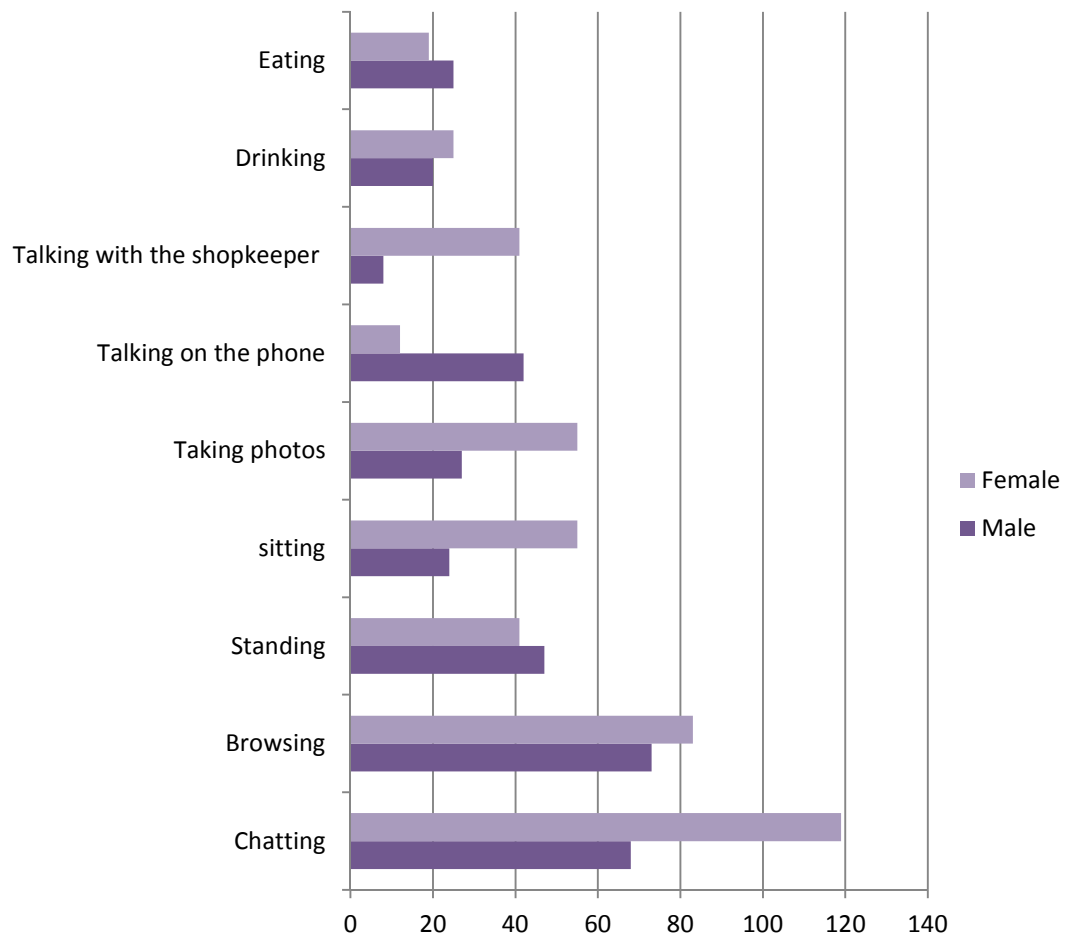
Figure 6.32: Social activities occurred at Dubai Mall. (In numbers)

The third activity was standing, which occurred 88 times across all observation places, the highest number being 35 times at the waterfall space where male more than female, followed by Ice rink 29 times, Gold Souk with 16 times and at the main entrance recorded 8 times.

The fourth observed activity was sitting, which was counted at the waterfall 32 times, 23 times at the Gold Souk , 14 times at the Ice rink and this activity did not recorded at the main entrance. The results showed that the number of female was higher than male.

The next activity was taking photos, occurred 82 times, which was counted 29 times at the Gold Souk and 22 times at the waterfall, 21 times at the Ice rink and 10 times at the main entrance. The sixth activity was talking on the phone, which was counted 17 time at the main entrance , 17 times at the waterfall, 16 time at the Ice rink, and 4 times at the Gold Souk.

Talking with the shopkeepers appeared at the stalls, where it was observed 14 times, the Gold Souk and 14 times at the waterfall, 12 times at the main entrance and 9 times at the Ice rink. The least common activities that were observed at Dubai Mall were drinking, eating, these activities occurred at the Ice rink and the Gold Souk. At the Ice rink, drinking counted 22 times and eating 24, whilst, at the waterfall drinking counted 23 times and eating 20 times.



*Figure 6.33: The total observed shoppers' activities within Dubai Mall according to gender.
(In numbers)*

From figure 6.33, we can see the activities according to the gender of the shoppers. Females were more active than males, with the total observation showing that 119 females were chatting, which the highest social activity among females was observed in Dubai Mall, versus 68 male.

The second most common activity among females was browsing, with 83 female vs. 73 male, followed by sitting with 55 female vs. 24 male. As shown in figure 6.31, the next most common activities among females were taking photos (55 female vs. 24 male), and talking with shopkeepers (41 female vs. 8 male). The most common activity recorded for males in which they engaged more than females was talking on the phone (42 male vs. 12 female), followed by drinking with 25 male vs. 20 female.

a) Shoppers' behaviour analysis according to the observation at Dubai Mall

The total number of individually observed shoppers who were walking at a low speed was 132 shoppers, followed by 74 shoppers who walked at a high speed, whilst 47 shoppers were walking at a medium speed. Table 6.5 shows the percentages of shoppers walking speed and duration of stay at the four places in Dubai Mall.

From figure 6.34, we can notice that the slowest average walk was at the waterfall area, because there are many facilities, which attract the attention of the visitors in this space. Returning to results of the questionnaire, the highest number of the respondents reported that the waterfall place was the most attractive place compared with the other three places (Main entrance, Ice rink and Gold Souk).

The places	Speed (%)			Duration (%)		
	Low	Medium	High	< 5 Min	5 Min	>5
Main Entrance	4.21	15.9	51.4	34.0	0	0
Ice rink	24.4	31.8	25.7	14.9	54.6	28.6
Waterfall	44.5	25	12.1	23.8	30.9	60
Gold souk	26.9	27.3	10.8	27.2	14.6	11.4

*Table 6.5: Shoppers' behaviour at Dubai Mall: speed and duration (in percentage).
(Source: author)*

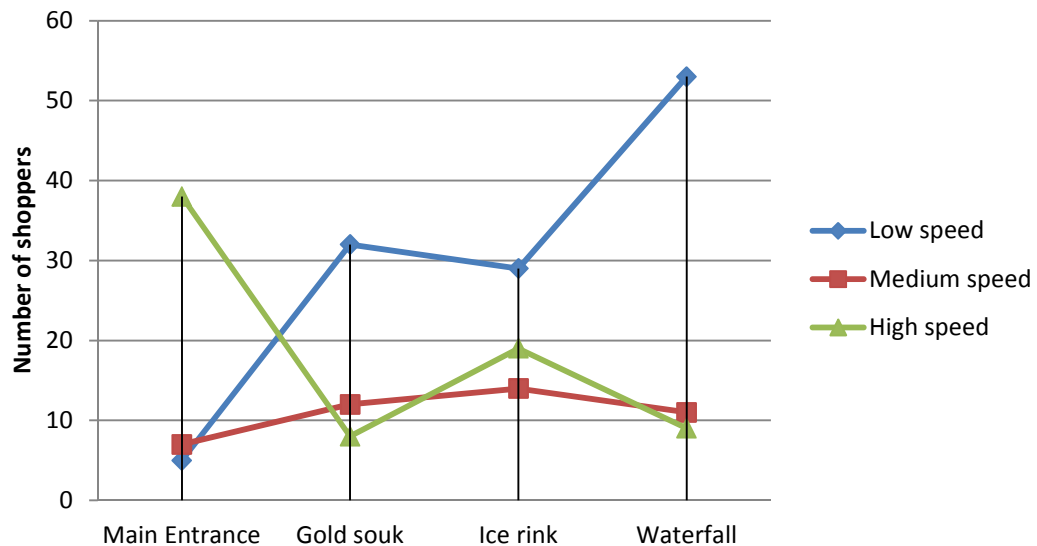


Figure 6.34: Walking speed of the shoppers at Dubai Mall

Slow speeds were also recorded at the Gold Souk with 32 shoppers and 29 shoppers at the ice rink (out of 132 shoppers). The lowest number of shoppers who had slow walk was noticed at the main entrance (just 5 shoppers out of the total 132 shoppers). In contrast, the highest walking speed of shoppers was recorded at the main entrance and the Ice rink place.

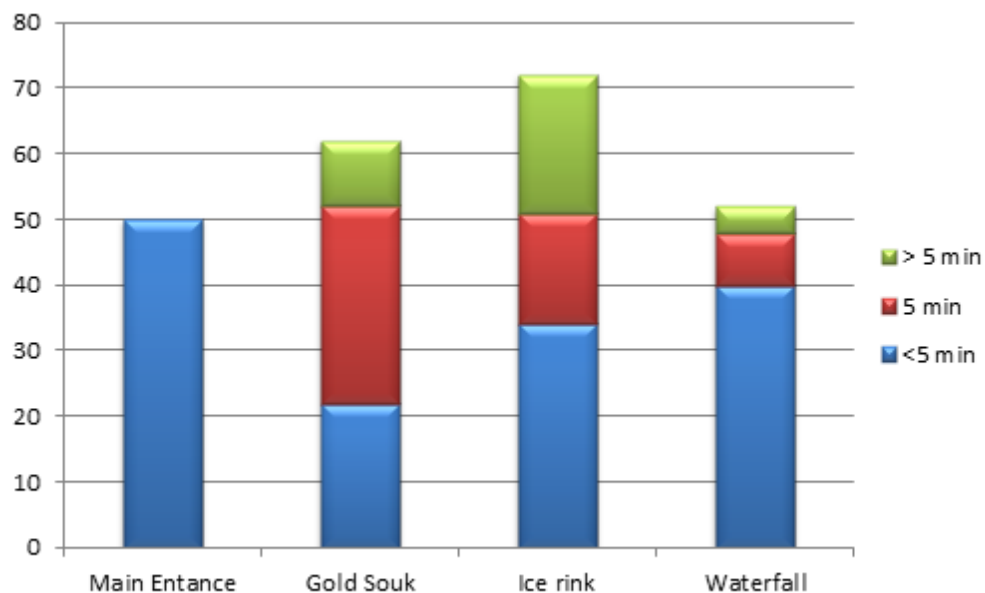


Figure 6.35: Duration of stay of the observed individual shoppers at Dubai Mall (In numbers)

Figure 6.35 shows the duration stay time of the shoppers who were individually observed within the four places in Dubai Mall. The observation revealed that all shoppers (50 shoppers) spent less than 5 min at the main entrance, while 40 shoppers (out of 52) spent less than 5 minutes at the waterfall, 34 shoppers (out of 72) at the Ice rink and 22 shoppers (out of 62) in the Gold Souk. On the other hand, shoppers who spent nearly 5 minutes recorded in the Gold Souk were 30, 17 shoppers in the Ice rink, and 8 in the waterfall. The observation also recorded 21 shoppers who spent more than 5 minutes at the Ice rink, 10 at the Gold Souk and 4 at the waterfall.

From the observation, the walking speed and duration of stay varies from place to another within the study areas in Dubai Mall. The researcher noted that shoppers walked more quickly in places that do not have any particular activities or attraction facilities. Shopping activity also varies with the day of the week, with Sunday and Tuesday during the observation period being the least productive day as most activity was concentrated towards the end of the week (Thursday, Friday or Saturday).

6.7 Conclusion and Discussion

To sum up, this chapter analysed the data collected through the snapshot observation and unobtrusive observation of individual shoppers' activities in the two different case study shopping environments in Dubai: Souk Naif and Dubai Mall. The activities were categorized into six groups namely: Contemplative activities, Practical activities, Interactive activities, Contemplative and Practical at the same time, Contemplative and Interactive at the same time and Practical and interactive activities at the same time.

This chapter is divided into four parts. The first of this chapter analysed the snapshot observation data that was collected from the three places in Souk Naif, which are: the main entrance (Gate 1), Gate 2, and Women's wear section. Behaviour mapping was used to explain the collected data. The results have shown that the women's wear section appears to support more the social interaction amongst people, including shopkeepers and shoppers, in comparison with the two other places in Souk Naif. In addition, this place displays more density, longer duration of stay and

slower speed of shopper. The behaviour mapping of the total shoppers snapshot observation showed that the three places recorded high numbers of shoppers and the social interaction between shoppers was highly recorded especially within the women's wear section. This result strongly supports the results obtained from the questionnaire (see chapter seven).

The second part analysed unobtrusive observation of individual shoppers' behaviour within the three places in Souk Naif, and observation sheet was used to record shoppers' behaviour. The results exposed that chatting was the highest recorded behaviour, which occurred heavily in front of the shops of the women's wear section and at the stalls. The second activity was browsing followed by talking with shopkeepers. Besides, the other interesting finding was that the number of female shoppers was more than male shoppers in Souk Naif.

The third of this chapter analysed the data collected from snapshot observation at the four places in Dubai Mall, which are: the main entrance, the Gold Souk, the Ice rink and the waterfall. The results revealed the types of activities that take place, where chatting was the most common social activity and clearly recorded in the waterfall space. The second activity was browsing, where the main entrance recorded the highest number of shoppers who were browsing within this space. The third activity was sitting, which occurred within the four places, followed by standing, taking photos, talking on the phone, and talking with the shopkeepers. The results also showed that female shoppers were more active than male.

The fourth part analysed the data of unobtrusive observation of individual shoppers' behaviour data that was collected from four places in Dubai Mall, The comparison of the data revealed that the social activities appeared clearly in the waterfall space and the density of shoppers in this space was very high comparing with the other three places. It was found also that the highest number of individually observed shoppers who have low speed during their walk were within the waterfall space.

The water feature, the view of Burj Khalifa through the glass windows, planting, background music and the varieties of café shops and restaurants that are located within the space could be factors, which attracted shoppers to this particular space within the Mall (see chapter 5).

**Chapter seven: Shoppers' behaviour and motivation in
Souk Naif and Dubai Mall**

7 Shoppers' behaviour and motivation in Souk Naif and Dubai Mall

7.1 Introduction

This chapter presents the results of the questionnaire administered at Dubai Mall and Souk Naif. The findings present specifically the perceptions and behaviours of the shoppers towards the shopping environments in Dubai Mall and Souk Naif as reported by the shoppers. The findings presented here contribute to meeting the third research objective which is: assess the socio-spatial behaviour among the different users of the shopping environment in traditional souks and shopping malls in Dubai.

A structured questionnaire consisting of three sections was developed to collect data through the survey by the researcher. The first section covered the demographic features of the respondents at Souk Naif and Dubai Mall. The respondents were asked to fill in the questionnaire by choosing their gender, age group, nationality, resident of UAE or not, occupation and their annual income.

The second section focused on shopping behaviour attributes, which consisted of: the frequency; preferred shopping time; average time spent at the shopping place; and companions. The last section collected data on shoppers' motivation, shoppers feeling and satisfaction, and what attracts shoppers to each of the case study locations.

The questionnaire, as explained in the methodology chapter, was distributed systematic sampling to people in the four study places in Dubai Mall (the main entrance, gold souk, waterfall and ice rink) and in the three places in Souk Naif (the main entrances, women's wear shops and cafe and restaurant).

The researcher stood at the entrance of each study area within Dubai Mall and Souk Naif and stopped every fourth person who entered the place and asked him/her to fill in the questionnaire by him/herself to avoid the bias.

A total of 102 respondents filled in the questionnaire at Souk Naif and 124 respondents at Dubai Mall. This section presents the analysis of the findings from each part of the questionnaire and compares the results at the two shopping

environments: Dubai Mall and Souk Naif. This is followed by discussion of each part.

7.2 Findings from questionnaires in Dubai Mall and Souk Naif

7.2.1 Demographic details of respondents: Dubai Mall and Souk Naif

To obtain a profile of the shoppers, respondents were asked to complete questions regarding their gender, age group, nationality, place of residence, occupation and annual income.

Question No 1:

What is your gender?	<input type="checkbox"/> Male	<input type="checkbox"/> Female
----------------------	-------------------------------	---------------------------------

The findings:

Figure 7.1 indicates the results of gender of the respondents, which shows that in both shopping spaces there is a higher number of women than men. There were 66 females and 36 males among the respondents at Souk Naif, representing 64.7% and 35.3% of the total respectively. On the other hand there were 69 females and 55 males among the respondents at Dubai Mall, representing 55.6 % and 44.4% of the total respectively. These findings support the results of the observation, which revealed that a higher number of observed shoppers at both Dubai Mall and Souk Naif were women more than men.

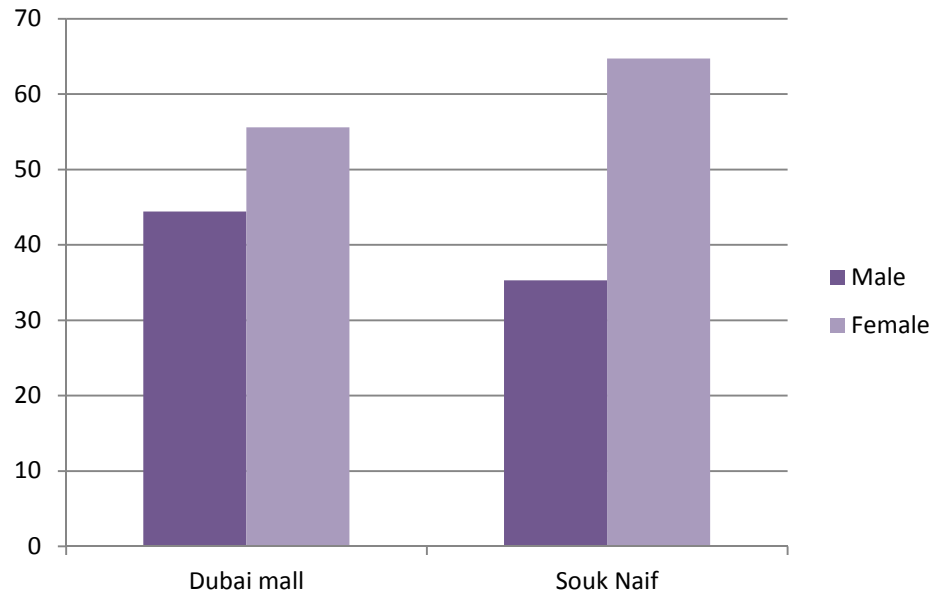


Figure 7.1: Respondents' gender at Dubai Mall and Souk Naif (in percentage).

Question No 2:

What age group do you belong to?				
<input type="checkbox"/> Under 20	<input type="checkbox"/> 20-29	<input type="checkbox"/> 30-39	<input type="checkbox"/> 40-49	<input type="checkbox"/> 50-59
<input type="checkbox"/> Over 60				

The findings:

the highest age group amongst users of Souk Naif was 30-39 years (45.1%), followed by the age group of 20-29 years (22.5%) and age group of 40-49 (19.4%). Whilst there were 5.9% in age group <20 and age group 50-59, only 2% of people were >60 years. The findings of the observation at Souk Naif show that mature people are the most common users of Souk Naif.

The largest set of respondents at Dubai Mall was found to be of the age group 20-29 years (37.1%). Following were the respondents of age group 30-39 years (24.2%) and < 20 years (17.7%). The smallest age group of respondents was over 60 (2.4%), (see figure 7.2). The findings of the observation at Dubai Mall showed that most users of Dubai Mall are teenagers and young people who appeared to be in their twenties and thirties, thus configuring the age spread found through the questionnaires (see appendix B).

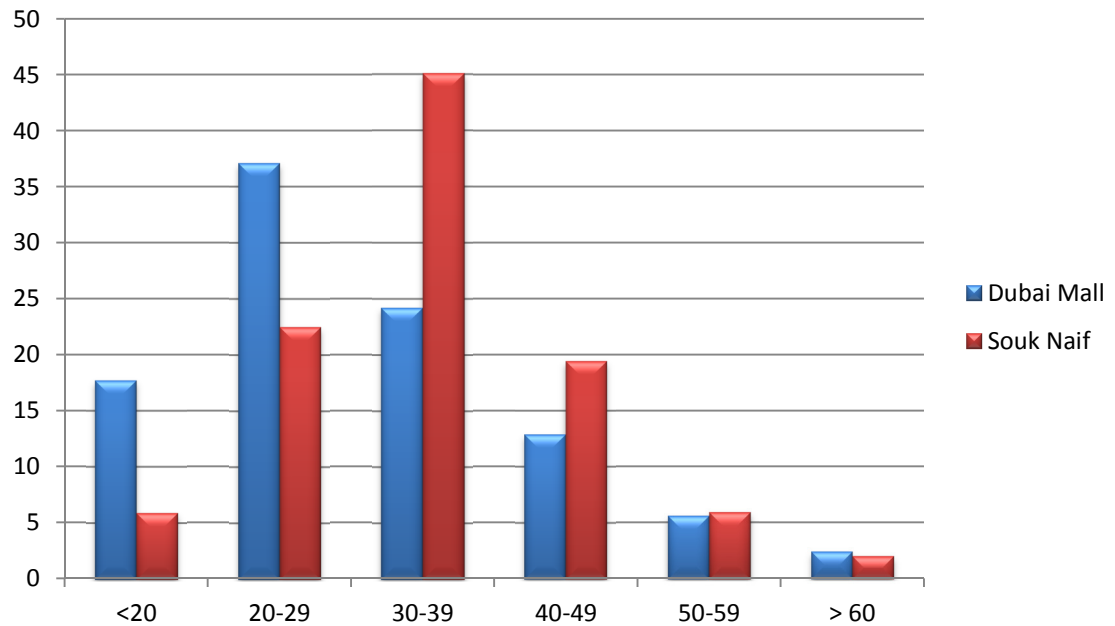


Figure 7.2: The percentage of the age group of respondents at Dubai Mall and Souk Naif (in percentage)

Question No 3:

What is your nationality?

- | | | | |
|--------------------------------|----------------------------------|-------------------------------------|-----------------------------------|
| <input type="checkbox"/> UAE | <input type="checkbox"/> Arabian | <input type="checkbox"/> European | <input type="checkbox"/> American |
| <input type="checkbox"/> Asian | <input type="checkbox"/> African | <input type="checkbox"/> Australian | <input type="checkbox"/> Other |

The findings:

With respect to their nationality (see figure 7.3), in Souk Naif the higher proportions of respondents were Arabian (39.2%) and from UAE (29.4%), with lower proportions being Asian (20.6%) and European with 4.9%, followed by 4.1% African, and American with 3.9%. Arabian were the most common visitors to Dubai Mall with 33.9%, followed by Asian with 25 %, UAE with 19.4 %, and European with 19.8%..

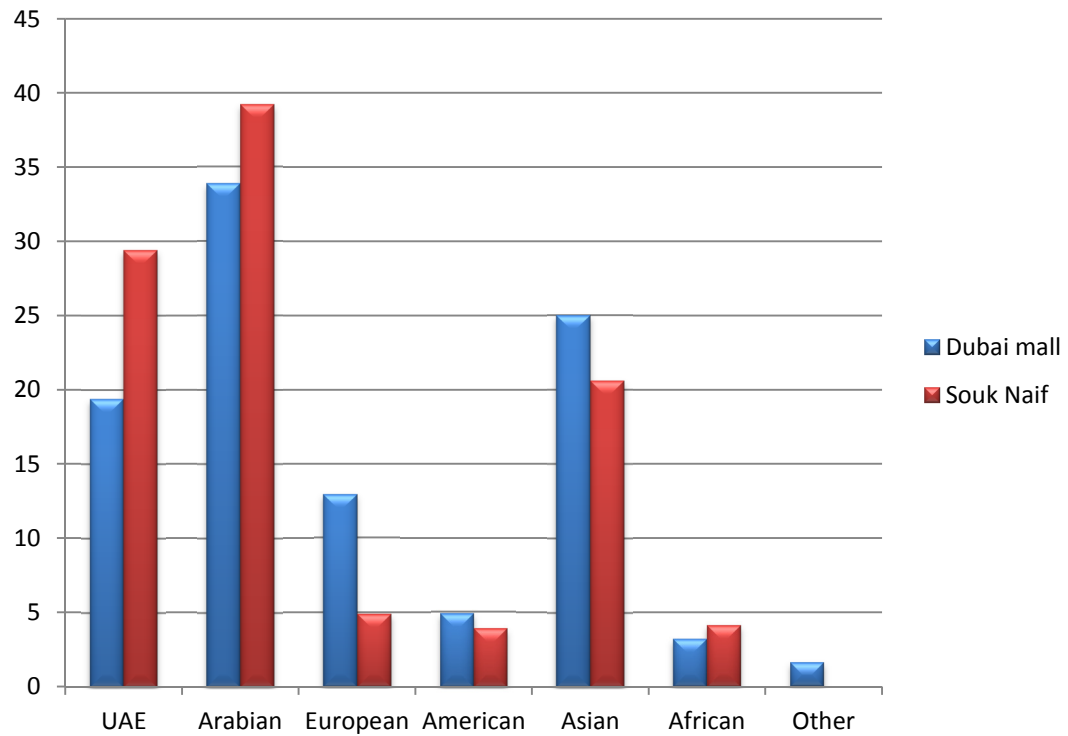


Figure 7.3: Nationalities of respondents at Dubai Mall and Souk Naif (in percentage)

Question No 4:

Are you resident of UAE?				
<input type="checkbox"/> yes		<input type="checkbox"/> No		
If no, are you here:				
<input type="checkbox"/> Visitor	<input type="checkbox"/> Tourist	<input type="checkbox"/> working	<input type="checkbox"/> studying	<input type="checkbox"/> Other

The findings:

Figure 7.4 indicates that the percentage of respondents at Souk Naif who are not residents of UAE was 34.3%, whilst 65.7% were residents. In Dubai Mall, the highest proportions (57.3%) of the respondents were not residents of UAE, while 42.7% were residents of UAE.

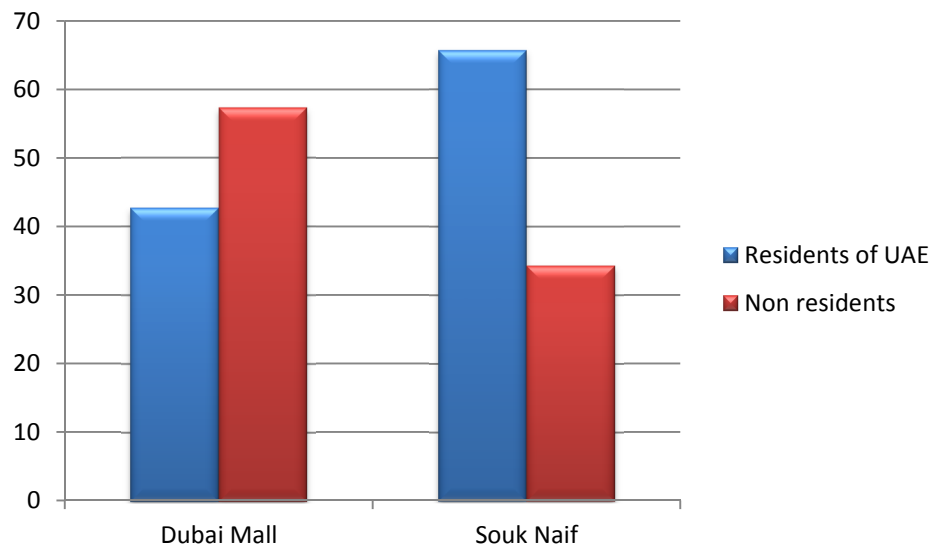


Figure 7.4: Respondents' place of residence at Dubai Mall and Souk Naif (in percentage)

Souk Naif among the respondents who were not residents of UAE the highest proportion were working and tourists (30.5% each), followed by 25% who were visitors, studying with 5.5 % and 8.3 % other. Whilst at only 35.6% of the non UAE resident respondents at Dubai Mall were working in Dubai, 26 % were studying, 23.3% were tourists and 12.3% were visitors (see figure 7.5).

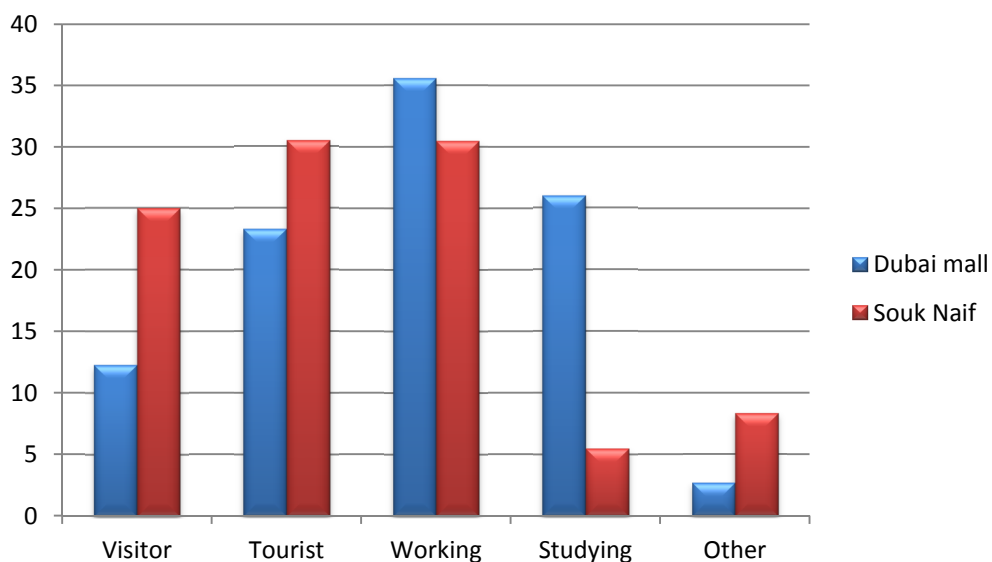


Figure 7.5: Occupations of the non UAE resident respondents at Dubai Mall and Souk Naif (in percentage).

Question No 5:**What is your occupation?**

- | | |
|---|--|
| <input type="checkbox"/> Student | <input type="checkbox"/> Looking after home/family |
| <input type="checkbox"/> Self-employed with employee(s) | <input type="checkbox"/> Self-employed without |
| <input type="checkbox"/> employee(s) | <input type="checkbox"/> Public sector employee |
| <input type="checkbox"/> Private sector employee | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> Retired | <input type="checkbox"/> Other |

The findings:

The occupation question (see figure 7.6) at Souk Naif 24.5% of respondents were public sector employees, 23.5% private sector employees, 20.6% looking after home/family, 11.8% were students and three respondents were unemployed. In Dubai Mall revealed the largest number of respondents (32.3%) were students, followed by private sector employees (24.2%), public sector employees (16.9%), and self-employed without employees were 8.9% followed by 7.3% who were looking after home and their families. Only 1.6% was unemployed and 1.6% retired.

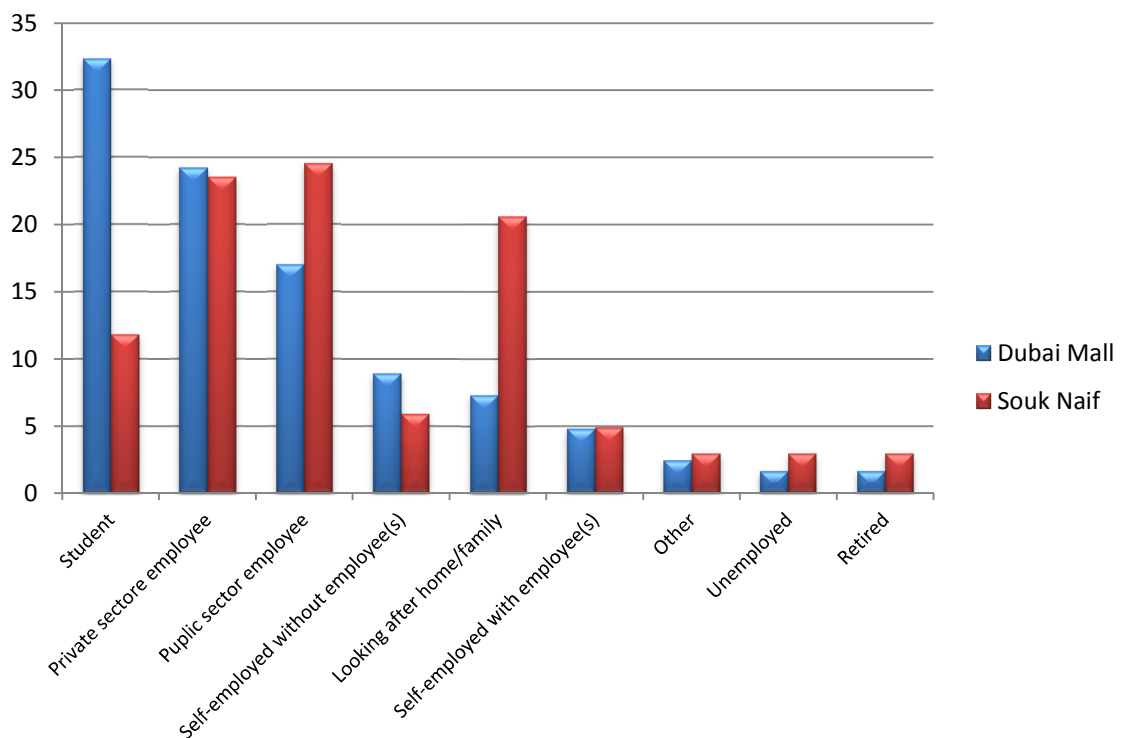


Figure 7.6: Occupation of respondents at Dubai Mall and Souk Naif (in percentage)

Question No 6:

How would you describe your annual income?

☐ Low

☐ Medium

☐ High

The findings:

From the figure 7.7, this question reveals that 63% of the respondents in Dubai Mall described their annual income as medium, and 20.9% say their annual income high whilst 16.1% of the respondents described their annual income as low, whilst the majority of the respondents in Souk Naif (61.7%) described their annual income as medium, while 31.4% of the respondents say their annual income is low. Only 6.8% of respondents reported their income as being high (see figure 7.7).

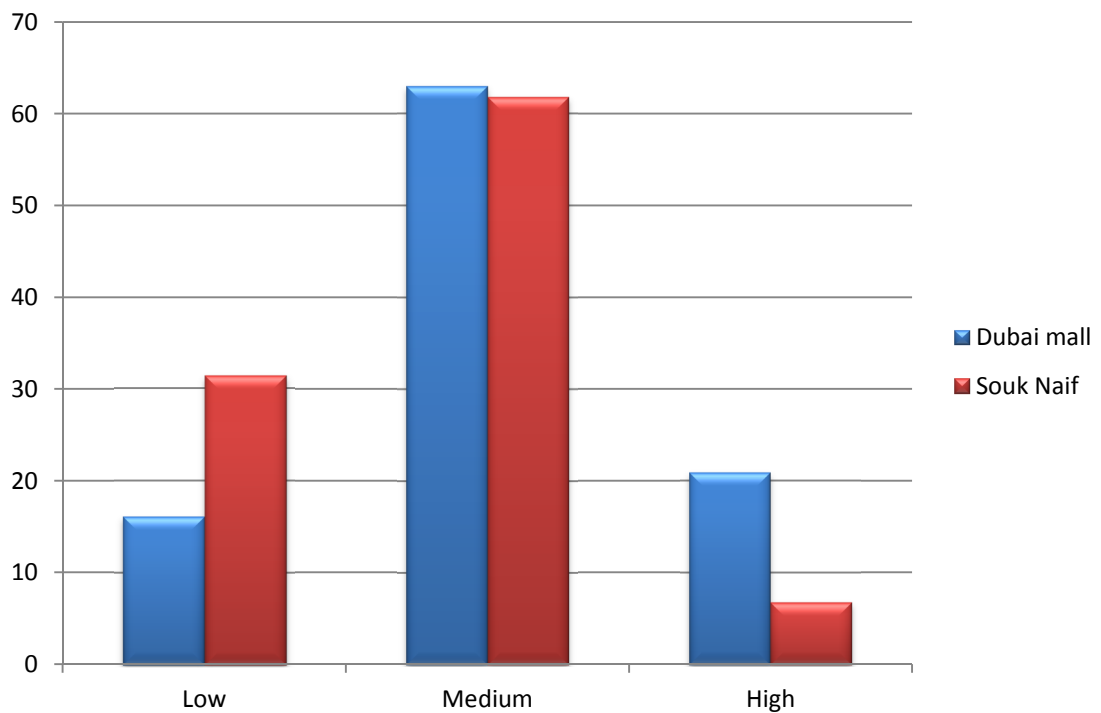


Figure 7.7: Annual income of respondents at Dubai Mall and Souk Naif (in percentage)

7.2.1 Demographics compared in souk Naif and Dubai Mall

To find out if there is a significant relationship between gender and shoppers' demographics characteristics in Souk Naif and Dubai Mall, table 7.1 shows that age group at (.002 sig <.05) ,occupation at (.005 sig <0.05) and annual income at (.001 <.05) have a significant relationship, whilst nationality variable has no significant relationship.

	Age group	occupation	Nationality	Annual income
	Exact Sig	Exact Sig	Exact Sig	Exact Sig
Pearson chi-square	18.75	22.17	9.12	13.29
df	5	8	6	2
P value	.002	.005	.167	.001

Table 7.1: Chi-square test of shoppers' demographics in souk Naif and Dubai Mall according to gender

Table 7.2 shows summary of shoppers' demographics based on the results obtained from the questionnaire in Souk Naif and Dubai Mall. The significant findings from the demographic information of the respondents at Souk Naif and Dubai Mall are summarised in the table 7.3.

Gender has a significant effect on shopping behaviour. Research often finds that women like shopping more than often men do. From the table above, most shoppers were female rather than male, with the proportion of women being very noticeable at Souk Naif and the ratio being closer in Dubai Mall. This may be interpreted as revealing that male shoppers are not as eager shoppers than female shoppers. Thus men are more disposed to sit or stand as they wait for their companions; indeed the results from the respondents on question 15 of the questionnaire reveal that a higher proportion of female than male go to Souk Naif for shopping.

The higher ratio of women in Souk Naif may be due to the fact that the shops at Souk Naif provide women's clothing, especially traditional clothing (Abaya) and keen most Arab women in UAE and outside UAE especially in Gulf countries, are keen to wear them. The results revealed that the proportion of female who are

citizens of UAE is 31.8 % of total female respondents in Souk Naif, while 51.5% of the total female respondents in Souk Naif are Arabic citizen.

According to the age group, the majority of shoppers at Dubai Mall are young people, most of whom are students, unlike shoppers at Souk Naif who are more predominantly mature people.

Demographics		Souk Naif		Dubai Mall	
		N	%	N	%
Gender	Male	36	35.29	55	44.35
	Female	66	64.71	69	55.65
Total Number		102	100	124	100
Age Group	<20	6	5.9	8	6.45
	20-29	23	22.5	18	14.5
	30-39	46	45.1	11	8.9
	40-49	19	18.6	9	7.26
	50-59	6	5.9	6	4.83
	>60	2	2	3	2.42
Nationality	UAE	30	29.4	24	19.4
	Arabian	40	39.2	42	33.9
	European	5	4.9	16	12.9
	American	2	2	4	3.2
	Asian	41	20.6	31	24
	African	4	3.9	5	4.0
	Other	0	0	2	1.6
Occupation	Student	12	11.8	40	32.3
	Looking after home/family	21	20.6	9	7.3
	Self-employed with employee (s)	5	4.9	6	4.8
	Self-employed without employee (s)	5	4.9	11	8.9
	Public sector employee	25	24.5	21	16.9
	Private sector employee	24	23.5	30	24.2
	Unemployed	4	3.9	2	1.6
	Retired	3	2.9	2	1.6
	Others	3	2.9	3	2.4
Annual income	Low	32	31.4	20	16.1
	Medium	63	61.8	78	62.9
	High	7	6.9	26	21.0

Table 7.2: Shoppers' demographics in Souk Naif and Dubai Mall

Demographic feature of the respondents	Souk Naif	Dubai Mall
Gender	Female more than male	Female more than male
Age group	30-40 most frequent	20-30 most frequent
Nationality	majority are Arabian and Emiratis	majority are Arabian and Asian
Residence	majority are UAE residents	majority are not UAE residents
Non –residents in UAE	majority are tourist and working	majority are working and tourists
Respondents' occupation	majority are public sector employees	majority are students
Annual income	Medium	Medium

Table 7.3: Summary of the findings regarding to the demographic of the respondents

Comparing that with the results of age group of the respondents who are between 20-29 years group over-represented in in Suk Naif it is the 30-39 years group that is over-represented with 67.7% users in that group as opposed to 36% of Dubai population in that group, whereas Dubai Mall (23.4%) users in that age group as opposed to only 25% of Dubai population in that group.

A key reason why younger people (20-29) were over-represented in Dubai Mall and under-represented in Souk Naif may be due to a young people liking modern shopping environments more than traditional shopping environments. The majority of the respondents who are within this age group gave an explanation that identified the entertainment facilities that Dubai Mall is provided with as a key motivation to go there.

The result shows that Souk Naif significantly lacks people in their teens and an older visiting population, whilst the shopping malls become a socializing space for people in their teens as well as elderly people. This finding can be an indicator of decrease proportion of young people at the traditional shopping environment and increase of the proportion at the modern shopping environment, as young people often do not find Souk Naif to be as attractive a shopping environment.

Young people look for places to enjoy their time with families or friends. The majority of young respondents at Dubai Mall reveal, through the questionnaire, that they prefer Dubai Mall more than Souk Naif; they said Dubai Mall provided many entertainment facilities such as restaurants, cafes, ice rink, cinemas that encourage them to go and enjoy their time, whereas they reported they could not use the open spaces places because of the heat.

Based on figures for 2005, figure 7.8 shows that Asians account for 81% of the total non-citizen population of Dubai, followed by 11% Arabian who are from south west of Asia and North Africa, 1% European and 7% other. Comparing these ratios with the respondents' nationalities proportions, we can see that Arabian are over-represented in both Dubai Mall (33.9% users), and in Souk Naif (39.2% users), whilst respondents who are from Asia were under represented with 25% users in Dubai Mall and 20.9% in Souk Naif.

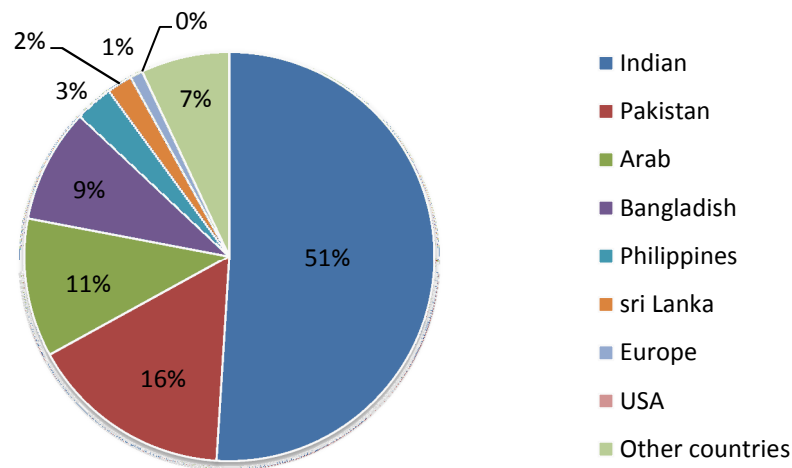


Figure 7.8: Place of origin of non-citizen Dubai population 2005. Source Abdella, A (2010)

As shown in figure 7.5, the most common occupation of non-citizen users in both shopping environments –Souk Naif and Dubai Mall – is working in UAE, followed by students, tourist and visitors. The high number of non-citizen workers and tourists and in Dubai Mall and Souk Naif reflect that Dubai has recently become a popular destination for workers and tourists from different countries around the world (Abdell, 2010).

Based on the data collected by the questionnaire, some respondents said that after having a long and hard day at work, go to the mall to relax and dine with their friends and families. In addition, some of respondents who are tourists coming to Dubai Mall said they are attracted to see the biggest mall in the world and to see the variation of activities that are happening in the Mall, and because Dubai's weather is very hot, so Dubai Mall becomes a convenient place to escape the heat outside. In comparison, Souk Naif, being one of the oldest souks in Dubai and located within the historical district of Dubai, encourages tourists to come and have a look, thus achieving a higher percentage of tourist visitors than Dubai Mall.

7.3 Respondents' shopping behaviour at Souk Naif and Dubai Mall

The following questions, from number 7 to number 14, explore shoppers' behaviour through the frequency of their visits to Souk Naif and Dubai Mall, time of the day they visit the shopping environment, the average time spent in both shopping environments and in three places in Souk Naif and in the four particular places in Dubai Mall, the company they visit with, as well as whether they visit other shopping malls and traditional souks.

Question No 7:

How many times do you come to this souk/ Mall?

- ☐ Once a week ☐ Twice a week ☐ 3-4 times a week
☐ 5 times and above a week ☐ Less than once a week
 If so, how often? ()

The findings:

Respondents' frequency of visit to Souk Naif and Dubai Mall are shown in figure 7.9. The results of the questionnaire revealed broadly similar patterns in the frequency of visit in both shopping environments, with differences in percentage for specific frequency categories. A large number of respondents visit Souk Naif and Dubai Mall less than once a week, with 55.9% at Souk Naif and 41.9% at Dubai Mall, followed by 26.6% at Souk Naif who go once a week and 33.9% of respondents at Dubai Mall. Only 7.8% at Souk Naif and 20.2% of respondents at

Dubai Mall go twice a week, with visits to the latter 3-4 times a week also being reported by 7.8% in Souk Naif and 3.2%. Of respondents who visit the Mall and. 1.9% of respondents at Souk Naif visit the mall 5 times and above, while at Dubai Mall 0.8%.

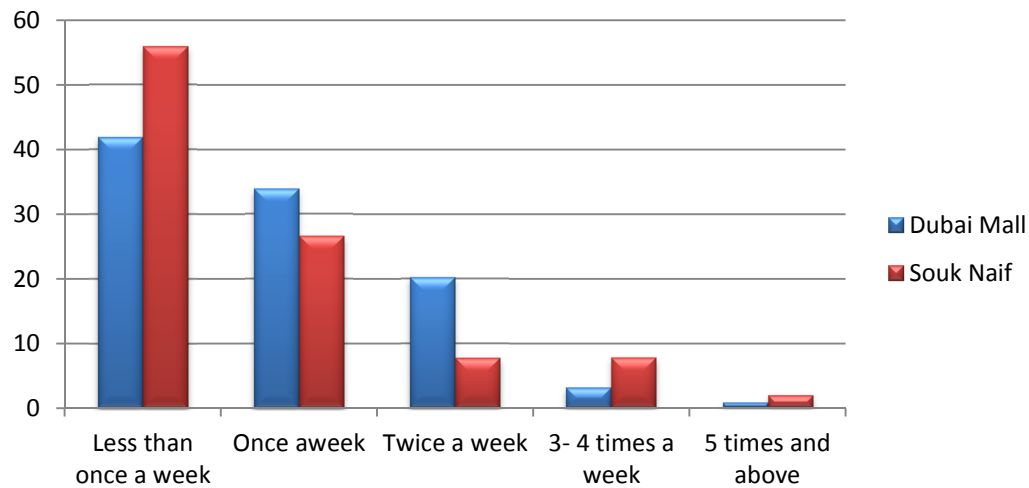


Figure 7.9 : Respondents' visit frequency at Souk Naif and Dubai (in percentage).

Figure 7.10 shows the frequency of visit to Souk Naif according to gender. The highest frequency of visit among 36 male respondents at Souk Naif was less than once a week (41.7%), followed by 36.7% visiting once a week, 13.6% frequenting twice a week, 7.9% visiting Souk Naif 3-4 times a week, and only 2% visiting the souk 5 times and above.

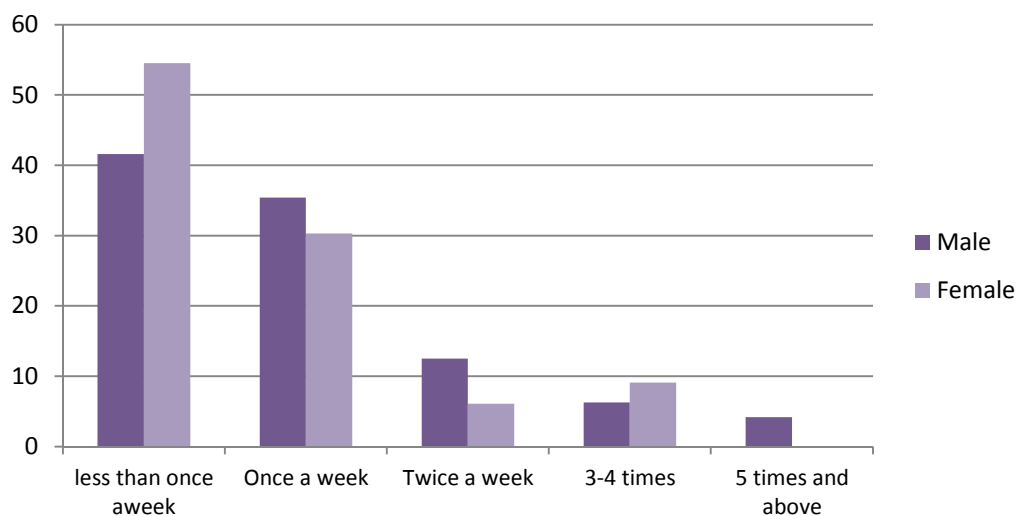


Figure 7.10: Respondents' visit frequency at Souk Naif according to gender (in percentage)

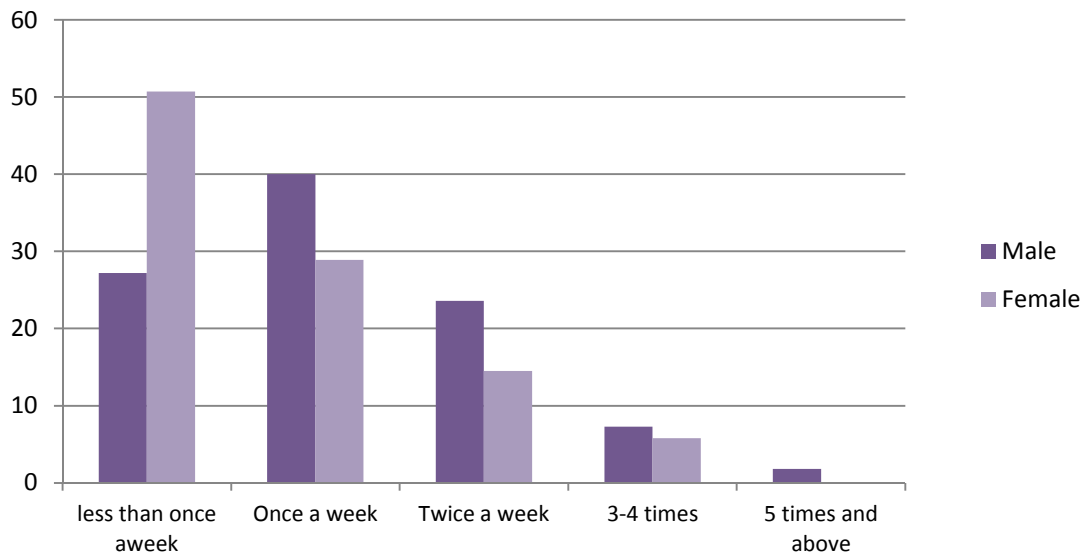


Figure 7.11: Respondents' visit frequency at Dubai Mall according to gender (in percentage)

Figure 7.11 shows the frequency of visit Dubai Mall according to gender. The highest frequency of visit among 55 male respondents at Dubai Mall was once a week (40%), followed by 23.6 % frequenting twice a week, 7.3% visiting Dubai Mall 3-4 times and only 1.8% stating that they visit the mall 5 times and above. The highest frequency of visit among 67 female respondents at Dubai Mall was less than once a week (50.7%), followed by 28.9% visiting the mall once a week and 5.8% visiting the mall 3-4 times a week. Therefore the most common frequency of visit to Dubai Mall among male respondents was once a week, while the majority of female respondents visit the mall less than once a week.

The highest frequency among 66 female respondents at Souk Naif was less than once a week (54.9%) followed by 30% visiting the souk once a week, and 7.8% frequenting twice a week, while 9.9% visit the souk 3-4 times a week.

Question No 8:**What time do you prefer for shopping? Why?**

[] Early morning [] Before noon [] Noon [] after noon

[] Evening and later

Because.....

The findings:

When they were asked about their preferred shopping time, In Souk Naif 35.3% of the respondents preferred evening and later for shopping time and 31.4% preferred afternoon time, while 22.2% preferred shopping in the early morning. in Dubai Mall respondents most commonly reported the afternoon (46%), with 26% preferring evening and later, whilst 10.5% preferred shopping in the early morning.(figure 7.12).

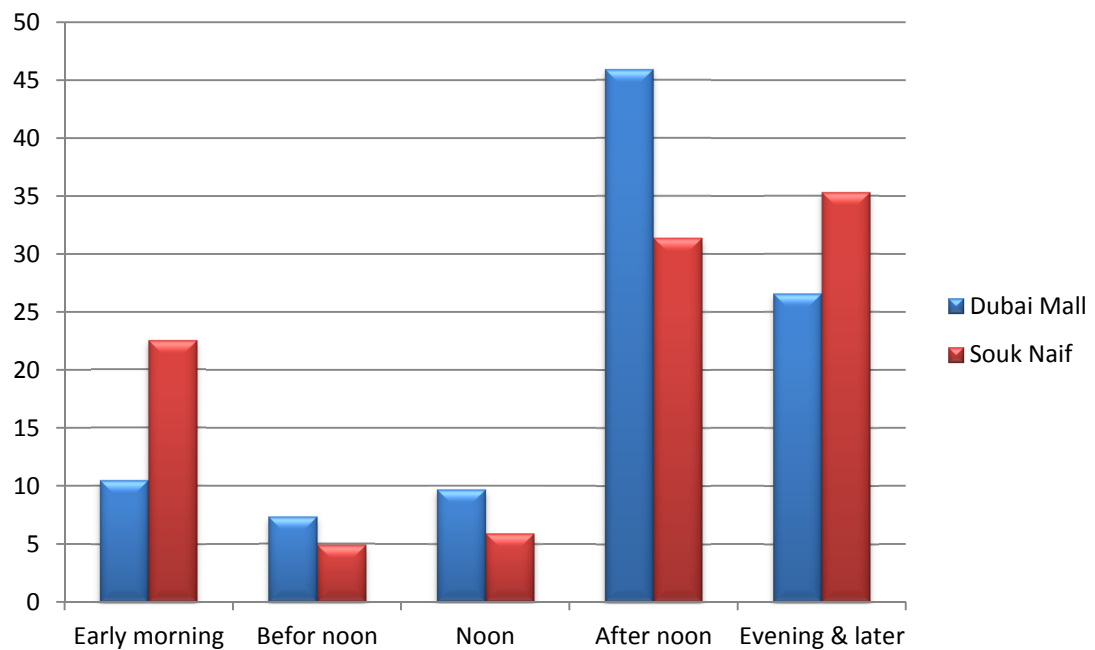


Figure 7.12: Preferred shopping time of the respondents at Dubai Mall and Souk Naif (in percentage)

Question No 9:**What is the average time spent in the souk (per visit)?**

- | | | |
|---|---|--|
| <input type="checkbox"/> Less than 30 minutes | <input type="checkbox"/> 30 minutes to < 1 hour | <input type="checkbox"/> 1 hour to < 2 hours |
| <input type="checkbox"/> 2 hours to < 3 hours | <input type="checkbox"/> 3 hours to < 4 hours | <input type="checkbox"/> 4 hours and above |

The findings:

In terms of time spent by respondents inside Souk Naif and Dubai Mall, the questionnaire indicated that the most common length of time spent inside Souk Naif by respondents was 1 to less than 2 hours (53.9%), with 21.6% spending 2 to less than 3 hours at the souk, and (14.7%) spending between 30 minutes to one hour. 32.3% of respondents at Dubai Mall spent 3 to less than 4 hours inside the shopping mall, with 27.4% spending 2 to less than 3 hours and 15.3% spending 4 hours and above (see figure 7.13).

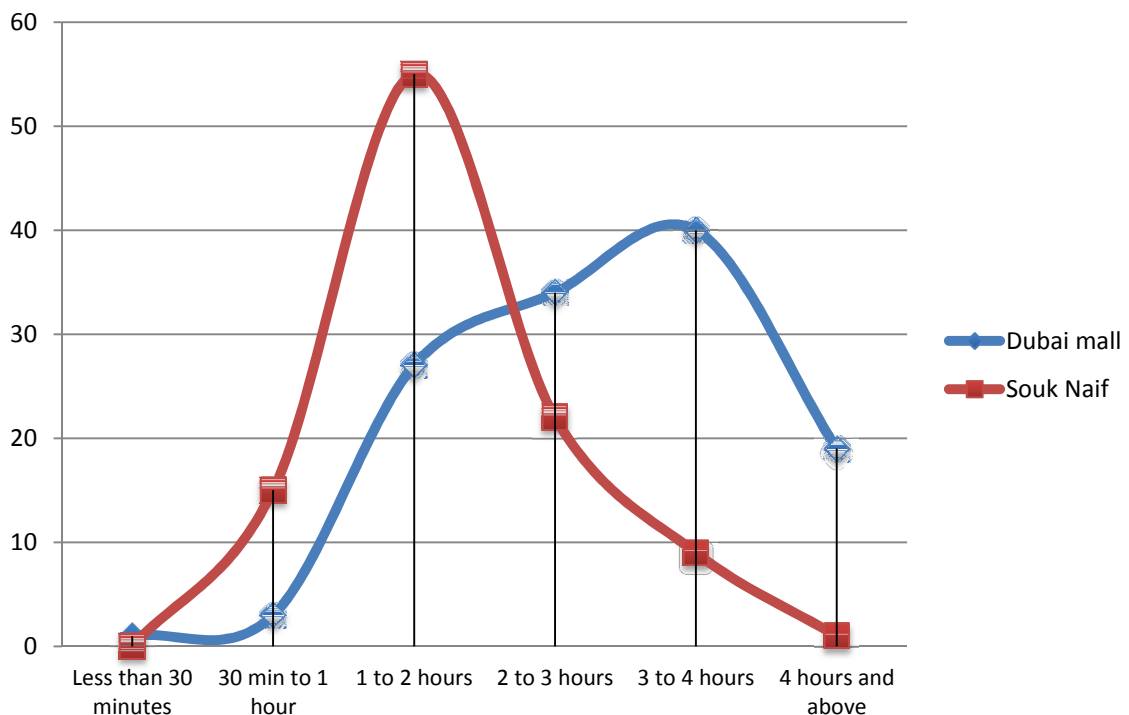


Figure 7.13: Average time spent by respondents at Dubai Mall and Souk Naif (in percentage)

At Souk Naif, figure 7.14 shows that the highest percentage of time spent in Souk Naif by male respondents was 33.3% who spent two to less than three hours. 27.8%

of male respondents spent one to two hours in Souk Naif, followed by 22.2% who spent 30 minutes to less than 1 hour, 13.9% who spent 3 to less than 4 hours and 2% who spent 4 hours and above. The highest percentage among female respondents was (68.1%) who said that they spend one to two hours inside the souk, 15.2% who cited that they stay between 2 to less than 3 hours followed by 6.1% who stay between 3 to 4 hours. Only 10.6% of female respondents in Souk Naif reported staying around 30 minute to one hour.

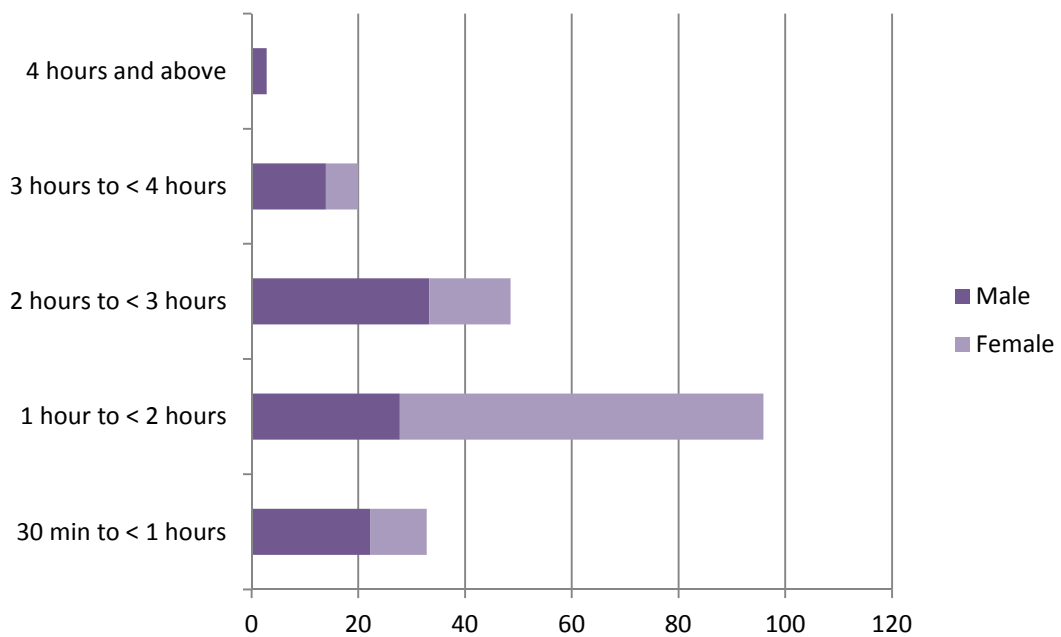


Figure 7.14: Time spent by the respondents at Souk Naif according to their gender (in percentage)

Basically in this study, the results show that among shoppers, their gender has an impact on the duration of stay at the two different shopping environments. As shown in table 7.4, the gender factor in Souk Naif shows a significant relationship at ($p=0.001$ sig <0.05).

	What average time spent in the souk (per visit)?					Total
	30 min to 1 hour	1 hour to 2 hours	2 hours to 3 hours	3 hours to 4 hours	4 hours and above	
Male	8	10	12	5	1	36
Female	7	45	10	4	0	66
Total	15	55	22	9	1	102
Chi square χ^2						.001

Table 7.4: Chi square test of respondents time spend in Souk Naif according to gender

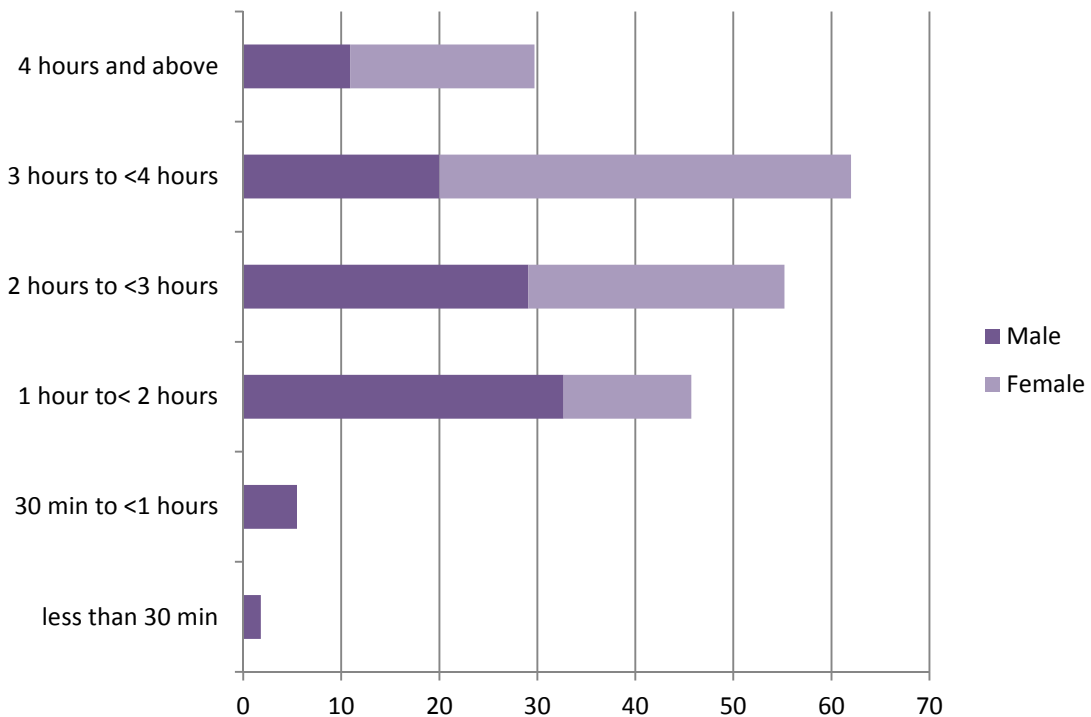


Figure 7.15: Time spent by the respondents at Dubai Mall according to their gender(percentage)

As seen in figure 7.15, the highest percentage of time spent at Dubai Mall by male respondents was 32.7% who stayed one to less than two hours within the mall. 29.1% of males stayed 2 to less than 3 hours, followed by 20 % spending 3 to 4 hours, in addition to 10.9% who spent 4 hours and above, 5.5% who spent 30 minutes to 1 hour and 1.8% of the male respondents who spent less than 30 minutes. Comparing to female respondents at Dubai Mall, 42% spent 3 to less than 4 hours,

26.1% spent 2 to less than 3 hours, 18.8% of female respondents spent 4 hours and above and 13% spent 1 to less than 2 hours.

The Chi square test in table 7.5 shows that among shoppers, gender has an impact on the duration of stay at Dubai Mall at ($p = 0.003$ sig < 0.05).

Gender	What average time spent in the souk (per visit)?						Total
	Less 30 min	30 min to 1 hour	1 hour to 2 hours	2 hours to 3 hours	3 hours to 4 hours	4 hours and above	
Male	0	8	10	12	5	1	36
Female	0	7	45	10	4	0	66
Total	0	15	55	22	9	1	124
Chi square χ^2							.003

Table 7.5: Chi square test of respondents time spend in Dubai Mall according to gender

Question No 10:

You are now at Dubai Mall at ☐ Main entrance ☐ Gold souk ☐ Waterfall
☐ Ice rink

You are now at Souk Naif at ☐ Main entrance ☐ women's clothing section ☐ cafe
and restaurants area

What is the average time you spend in this area?

☐ 5 min & below ☐ 5-less than 10 min ☐ 10-less than 15 min ☐ 15-less than 20
min ☐ 20 min & above

The findings:

Regarding the question of the average time that the respondents spent at the three places (main entrances, women's wear and cafes & restaurants) in Souk Naif. 9.8% of total respondents (45 of which responded at the main entrance) spent 5 minutes and below at the main entrance, 10.8% spent 5 to less than 10 minutes, whilst 14.1% spend 10 to less than 15 minute – which is the highest proportion of time spent by the respondents at the main entrance. Only 4.9% of the respondents spent 15 to less than 20 minutes and 4.9% spent 20 minutes and above (see figure 7.16)

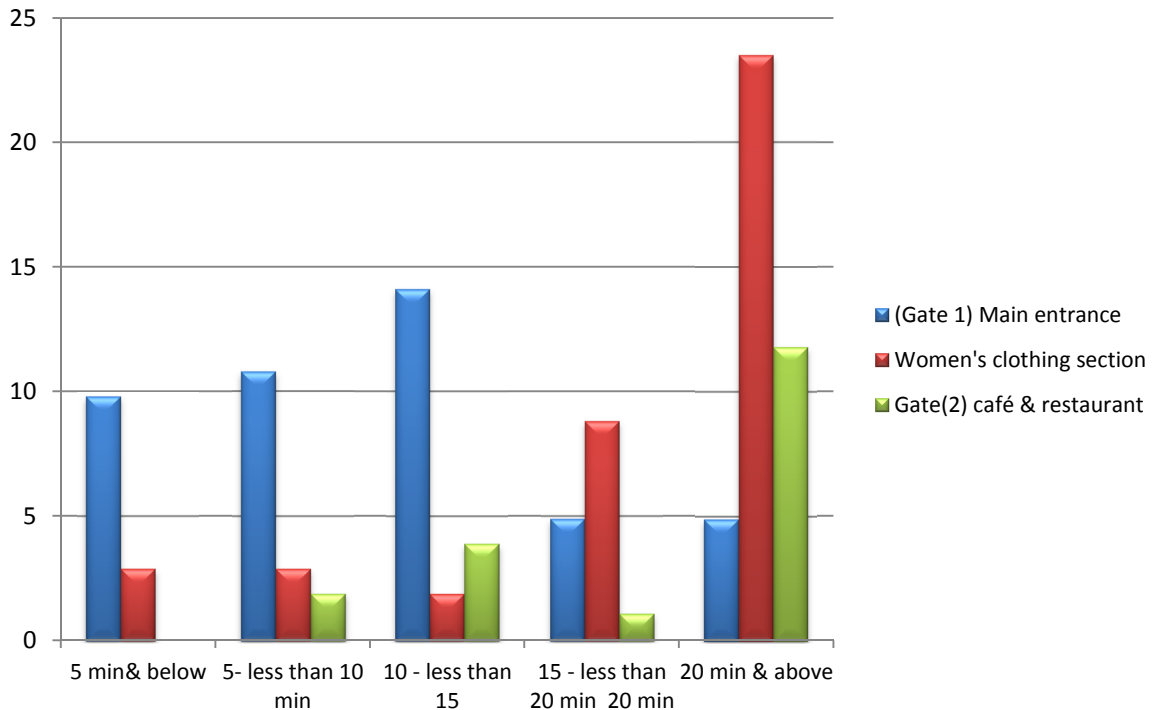


Figure 7.16: The time spent by respondents at the three places at Souk Naif (in percentage of total respondents at Souk Naif).

In the women's clothing section, 2.9% of total respondents (of which 42 respondents completed the questionnaire at the women's clothing section) spent 5 minutes and below, 2.9% spent less than 10 minutes and 1.9% spent 10 to less than 15 minutes, followed by 8.8% spending 15 to less than 20 minutes, and 23.5% spending 20 minutes and above, which this is the highest time spent.

Figure 7.17 shows the findings of the same question at four particular places in Dubai Mall (main entrance, gold souk, waterfall and ice rink), from Figure 5.16 it can be seen that 13.7% of the total respondents (of which 31 completed the questionnaire at the main entrance in Dubai Mall) spent 5 minutes and below, while 9.7% spent from 5 to less than 10 minutes in the main entrance, whereas 0.8% spent 10 to less than 15 minutes, 0.8% of the respondents spent 15 to less than 20 minutes and the same ratio spent 20 minutes and above.

At the gold souk in Dubai Mall 0.9% of the total respondents (of which 24 completed the questionnaire at the gold souk) spent 5 minutes and below, while 4%

spent 5 to less than 10 minutes and 8% spent 10 to less than 15, followed by 5.7% who spent 15 to less than 20 minutes, and 4.9% who spent 20 minutes and above.

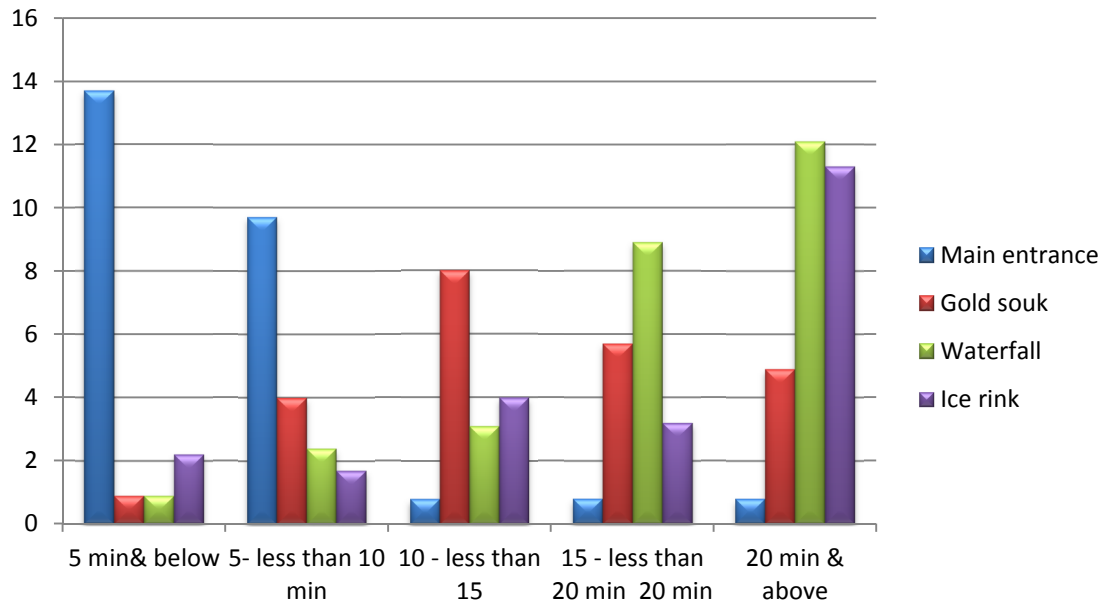


Figure 7.17: Time spent by respondents at the four places at Dubai Mall (in percentage of total respondents at Dubai Mall)

In Dubai Mall, 0.9% of the total respondents (of which 32 completed the questionnaire at the waterfall) spent 5 minutes and below, whereas 2.4% spent 5 to less than 10 minutes and 3.1 spent 10 to less than 15 minutes. Only 8.9% of the respondents at the waterfall place spent 15 to less than 20 minutes, the highest proportion of the respondents at this place spent 20 minutes and above.

At the ice rink in Dubai Mall, 2.2% of the total respondents (of which 37 completed the questionnaire at the ice rink) spent 5 minutes and below, 1.7% spent 5 to less than 10 minutes, whilst 4% of the respondents in this place spent 10 to less than 15 minutes and 3.2% spent 15 to less than 20 minutes. The highest time spent is 11.3% of the total respondents who spent 20 minutes and above at the ice rink.

Overall, the majority of the respondents spend less time at the main entrance, whereas they spend more time at the gold souk, waterfall and the ice rink, in that order.

Question No 11:**Do you usually come :**

☐ Alone ☐ with family ☐ with friends ☐ with work colleagues

The findings:

The companionship question revealed that a majority of respondents at Souk Naif, a higher proportion (61.1%) go with family, while 30.4% go with friends, 6.9% go alone and 0.98% go with work colleagues. For respondents at Dubai Mall (49.2%) go with friends, 44.4% go with their families, and only 4% go alone. The lowest proportion (2.4%) goes with work colleagues (see figure 7.18).

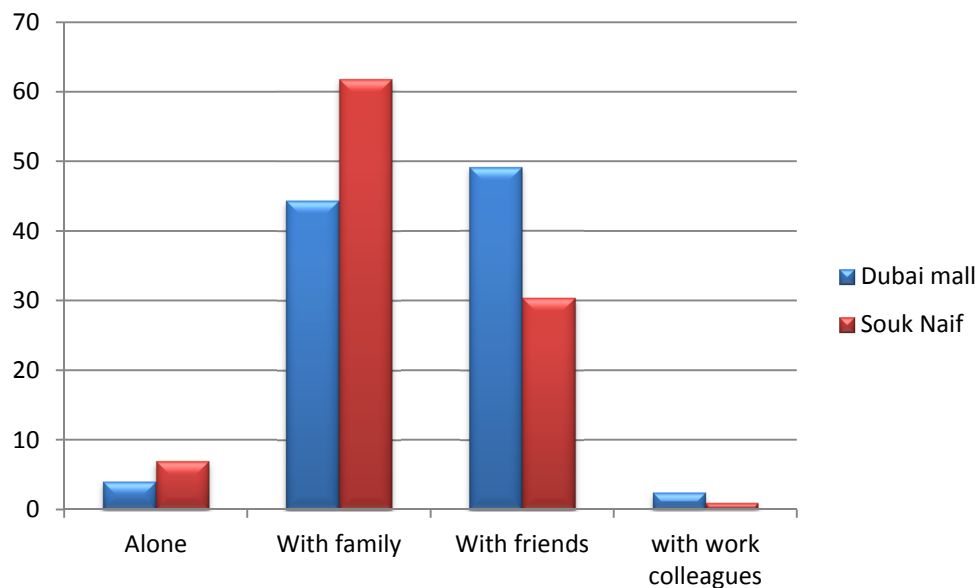


Figure 7.18: Companionship of the respondents at Dubai Mall and Souk Naif (in percentage)

Question No 12:**During the past 30 days, how many different malls have you visited?**

☐ None ☐ 1 to 2 ☐ 3 to 4 ☐ More than 4

During the past 30 days, how many different souks have you visited?

☐ None ☐ 1 to 2 ☐ 3 to 4 ☐ More than 4

The findings of the question No 12:

Regarding how many other shopping malls respondents at Dubai Mall and traditional souks respondents at Souk Naif had respectively visited during the past 30 days. Figure 7.19 shows that 57.8% of the respondents at Souk Naif had visited no other souks, and 34.3% of the respondents had visited 1-2 other souks, and 4.9% of respondents at Souk Naif 3-4 other souks.

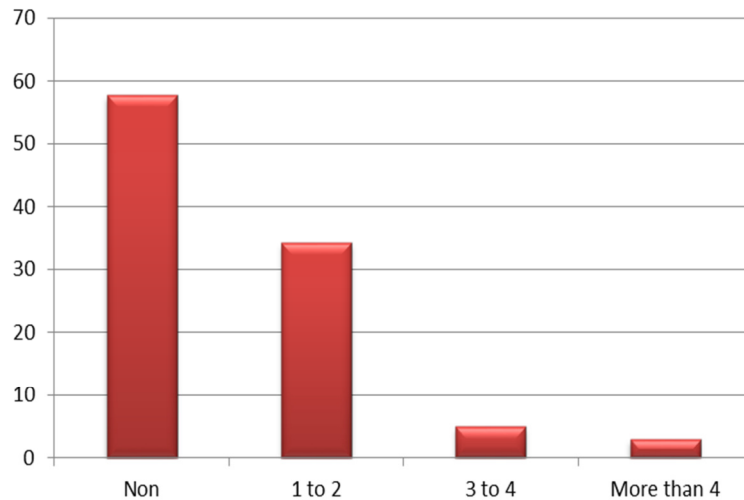


Figure 7.19: Respondents at Souk Naif who visited other souks in Dubai during the past 30 days (in percentage)

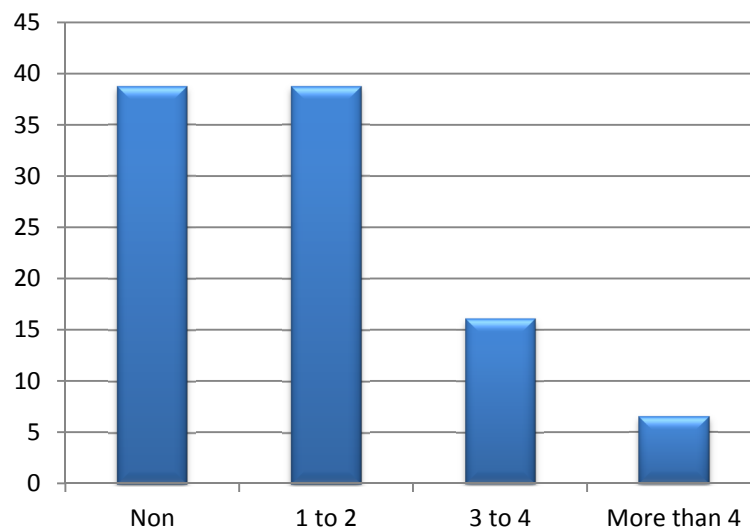


Figure 7.20: Respondents at Dubai Mall who visited other malls in Dubai during the past 30 days (in percentage).

Only 38.7% of respondents at Dubai Mall stated they had visited no other malls and 38.7 % of the respondents had visited 1 to 2 other malls in that period, whereas 16.1 % of respondents at Dubai Mall had visited 3-4 other malls (see figure 7.20).

Question No 13:

Do you ever visit any of the following old souks in Dubai? (Tick all those that apply: Have you visited modern shopping malls in Dubai before? If yes, ticks the souk that you have been at:

- | | | |
|--|--|--|
| <input type="checkbox"/> old souk in Bur Dubai | <input type="checkbox"/> Textiles souk | <input type="checkbox"/> Deira Old Souk & Spice Souk |
| <input type="checkbox"/> Gold Souk | <input type="checkbox"/> Satwa Souk | <input type="checkbox"/> Al souk Alkabeer |

Do you ever visit any of the following modern shopping malls in Dubai? (Tick all those that apply: Have you visited modern shopping malls in Dubai before? If yes, ticks the souk that you have been at:

- | | | |
|--|--|--|
| <input type="checkbox"/> Mall of the Emirates | <input type="checkbox"/> Deira City Centre | <input type="checkbox"/> Burjuman Centre |
| <input type="checkbox"/> Ibn Battuta Mall | <input type="checkbox"/> Mercato Town Centre | <input type="checkbox"/> Dubai Marina Mall |
| <input type="checkbox"/> Arabian Shopping Centre | | |
| <input type="checkbox"/> Dubai Oasis mall | | |

The findings:

This question explored whether the respondents at Souk Naif visited modern shopping malls in Dubai and the respondents at Dubai Mall visited old souks. Figure 7.21 shows that 89.2% of the respondents at Souk Naif stated that they have visited modern shopping malls in Dubai, with 10.8% saying ‘no’, whilst 72.7% of Dubai Mall respondents visited the old souks in Dubai, while 27.4% said ‘no’.

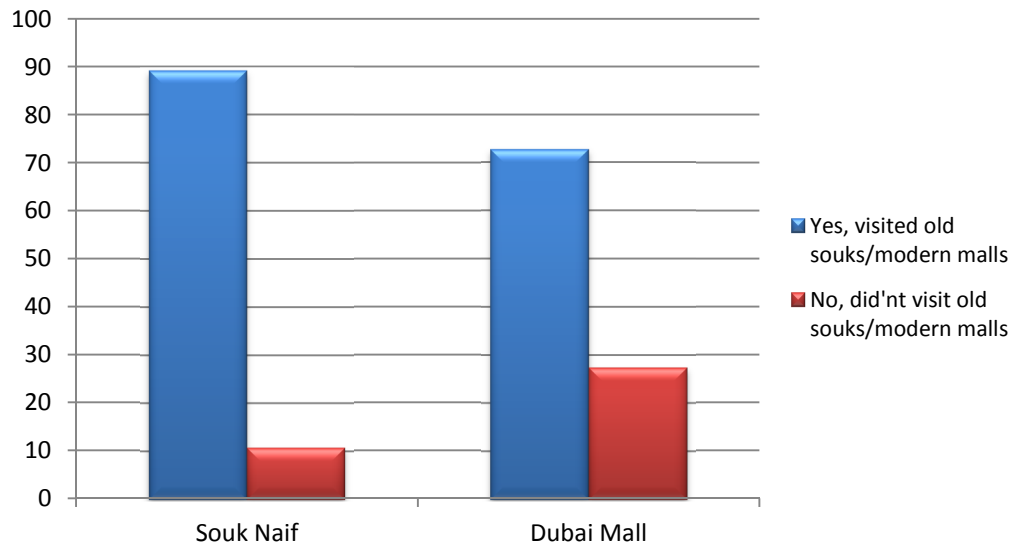


Figure 7.21: Respondents at Souk Naif and Dubai Mall who visited souks/shopping malls respectively in Dubai (in percentage).

Question No 14:

If no, why? You can choose more than one reason

- | | |
|---|---|
| <input type="checkbox"/> I like the new malls rather than the old souks | <input type="checkbox"/> I do not like their environment. |
| <input type="checkbox"/> I do not like the design | <input type="checkbox"/> I feel it is boring |
| <input type="checkbox"/> No enough parking. | <input type="checkbox"/> They are far from my home |
| <input type="checkbox"/> Not attractive | <input type="checkbox"/> I don't like their products. |
| <input type="checkbox"/> No entertainment facilities | <input type="checkbox"/> Unsafe |
| <input type="checkbox"/> other | |

The findings:

The respondents at Dubai Mall were asked about their reasons for not visiting the old souks. This question contained multi choice answers, and therefore, the answers are shown in figure 7.22 as the number of the respondents per each choice.

The majority of respondents (16 of respondents at Dubai Mall who had not visited old souks) chose the reason 'other' followed by 14 respondents who said that they did not like the old souks, 8 who said that the old souks made them feel bored, 7 who said they did not like the environment of the old souks and did not like the products,

6 who said it was because of not enough parking and no entertainment facilities, followed by 5 respondents who said that old souks are not attractive. Four respondents justified that they did not visit the old souks because the old souks are unsafe and two respondents said that do not like the design of old souks.

On the other hand, the fourteen respondents at Souk Naif who did not visit modern shopping malls gave the following reasons: 5 respondents said they do not like the products, followed by 4 respondents who cited 'other' reasons, and 3 respondents who said they like traditional souks more than modern malls. Two respondents said that the shopping malls are far from their house and that they do not like the environment and only one respondent said that they feel bored and do not like the design.

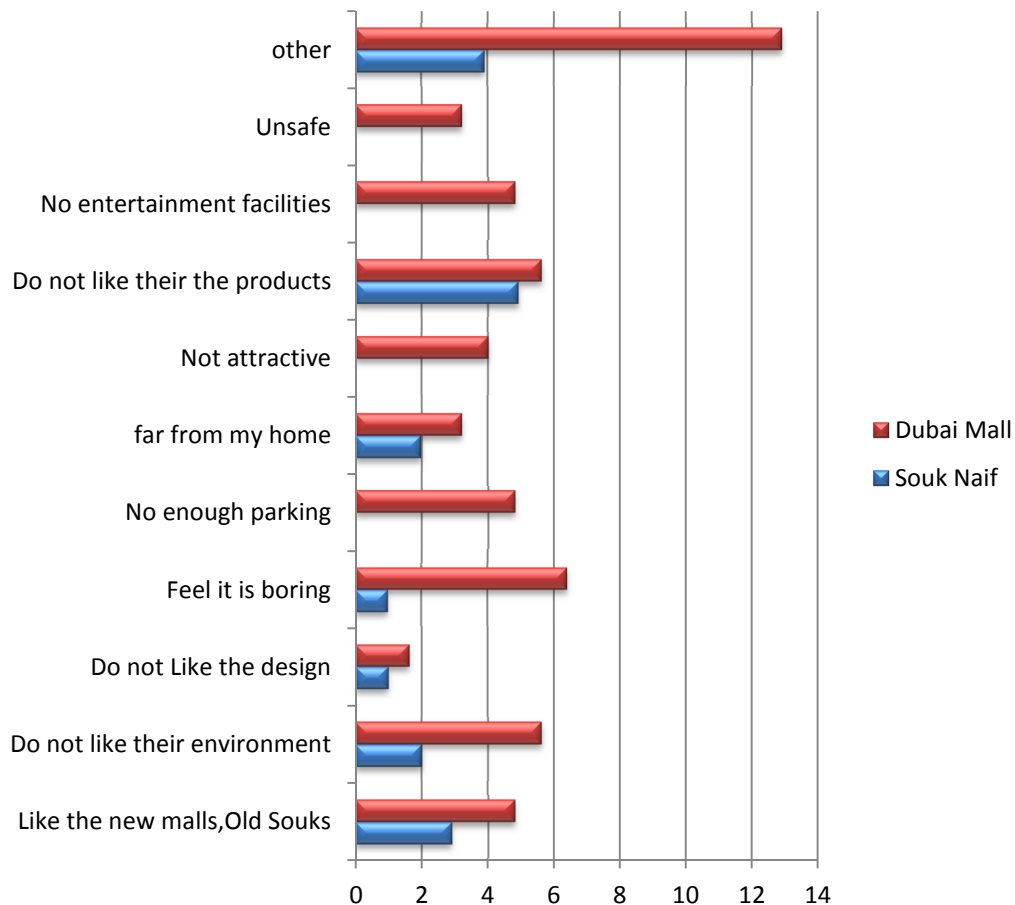


Figure 7.22: Reasons for not visiting new malls and traditional souks in Dubai, UAE (in percentage)

7.3.1 Discussion of shoppers' behaviour findings at Souk Naif and Dubai Mall

The significant shoppers' behaviour findings from the questionnaire are summarised in table 7.6. The high numbers of respondents who go to Dubai Mall and Souk Naif less than once a week and once a week could be due to the fact that most of the respondents are studying or working during the weekdays, as the results revealed in the previous section, so they do not have free time to visit the mall or the souk except on weekends.

From the results of the questionnaire, the male at souk Naif, also at Dubai Mall visit the mall once and twice a week more than females.

shoppers' behaviour	Souk Naif	Dubai Mall
Frequency	< once a week	< once a week
Frequency according to the gender	Male more frequently than female	Male more frequently than female
Shopping time	Evening and later	After noon
Visit duration	1-2 hours	3-4 hours
Time spent according to gender	Female more than male	Female more than male
Time spent at specific place	Women's wear shops area	waterfall
Companionship	With family	With friends
Visiting other shopping environment (Malls/Traditional souks)	High number said yes	High number said yes

Table 7.6: Summary of the respondents' most common behaviour

Different answers came from the respondents in relation to their choice of suitable time for going shopping whether in Souk Naif or Dubai Mall. Some respondents preferred to go shopping in the morning to avoid strong and hot sunlight, to avoid

the congestion or to have parking (especially in Souk Naif), or because this is their free time. Some respondents preferred noon and afternoon time for visiting the Mall or the Souk because they are working in the morning or because this is a good time for dining and meeting friends to have a cup of coffee, especially in Dubai Mall, which provides a variety of restaurants and cafe shops in different locations inside the mall. The rest of respondents in souk Naif and Dubai Mall, who preferred evening and later, said they liked this time because the mall or the souk was very crowded and full of people and most activities occurred at this time. Some Dubai Mall respondents said that they come in the evening to see the Dubai fountain dance, which happens daily in the evening. Other respondents said that they come from different emirates in UAE and they need time to reach the Mall or the Souk.

In relation to time spent in Souk Naif and in Dubai Mall, the findings from the questionnaire show that a high number of respondents spend 3-4 hours in Souk Naif the highest numbers of respondents spend 1 to 2 hours per visit, whereas in Dubai Mall. This reflects how the modern shopping environments create places with a variety of facilities to attract shoppers to stay for a long time.

On the other hand, it looks like traditional shopping environment in Dubai these days have lost their appeal for people in the UAE in comparison to how they were regarded in the past, when the traditional souks were seen as places not just for shopping but for social activities as well.

UAE, particularly Dubai, is witnessing a significant increase and competition in design and construction of modern shopping malls, which provide various recreational facilities that encourage people to stay longer inside the mall. The results revealed that females spend a long time within both Dubai Mall and Souk Naif. In Dubai Mall it was found that females stay longer than males (3 to 4 hours). The reason for that could be related to the reason of visit the mall as the majority of the female said they go to the Mall for shopping.

In Souk Naif, females also spend longer time than males (1 to 2 hours). The results related to the gender of respondents indicated that the most common Souk Naif visitor is female within the age group of between 30 and 40 years, while there are a low proportion of adolescents in comparison to Dubai Mall. Overall, shopper time

spent inside the modern shopping environment is longer than that spent inside the traditional shopping environment in Dubai.

With regard to time spent in specific places within Souk Naif and Dubai Mall, the respondents in Dubai Mall spend a long time by the waterfall and the ice rink in comparison with the gold souk and main entrance. The waterfall gives visitors a relaxing ambience to meet. Several palm trees are also set up to replicate the ambience of a desert oasis, and various in-mall activities, which are held around the waterfall, attract visitor interest.

On the other hand, respondents do not spend a long time at the main entrance in Dubai Mall, because no activities are happening at the main entrance and there are no shops. The main entrance in Dubai Mall is a huge space leading the visitors to different parts of the mall. The respondents at the gold souk in Dubai Mall also did not spend a long time, although all the respondents (24 respondents who filled the questionnaire at the gold souk) cited they like the environment of the place (see question 17). That is might be due to the space, which does not provide places to sit such as cafes or restaurants, which encourage shoppers to spend a long time. In Souk Naif, respondents spend a long time particularly in the women's wear place, where many shops sell traditional women clothing.

In conclusion, the shoppers spend their time in the mall within the places that include activities like the waterfall and the ice rink. In Souk Naif shoppers spend a long time within the places that have shops. The majority of the respondents go to shopping, whether in Dubai Mall or Souk Naif, with their family and friends, which is related to seeing shopping as a leisure activity.

Another finding of the questionnaire was that the majority of respondents in Dubai Mall visited the traditional souks in Dubai and the respondents in Souk Naif visited the modern shopping malls in Dubai. A high number of Dubai Mall respondents who did not visit the traditional souks said it was because they like modern shopping malls more than traditional souks. This result came from respondents who are between <20 and 30 years, while a high number of respondents in Souk Naif said that do not like the products that Dubai Mall provides.

7.4 Respondents' motivations for visiting Souk Naif / Dubai Mall

The following question reveals the motivation reasons of the respondents to visit Souk Naif and Dubai Mall.

Question No 15:

Why do you visit to this mall/ souk? You can choose more than one reason :

- | | | | |
|--|---|--|---------------------------------|
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Browsing | <input type="checkbox"/> Recreation | <input type="checkbox"/> Dining |
| <input type="checkbox"/> Meeting friends | <input type="checkbox"/> To avoid the bad weather | <input type="checkbox"/> Convenient location | |
| <input type="checkbox"/> Dating | <input type="checkbox"/> Meeting for business | <input type="checkbox"/> Near to my house | |
| <input type="checkbox"/> Security | <input type="checkbox"/> Others | | |

The findings:

To probe respondents' motives for visiting Souk Naif and Dubai Mall, they were asked about the reason for visiting the place. As shown in figure 7.23, at Souk Naif, the largest number of respondents (84) stated shopping as a reason, with the next most cited reason being browsing (44), and only 33 going for dining and 33 to meet their friends.

In contrast, 84 of respondents go to Dubai Mall for dining. Only 70 of respondents go for shopping, followed by 68 going for recreation. 63 go to meet their friends and 55 to avoid the bad weather. 45 said that they go to browse.

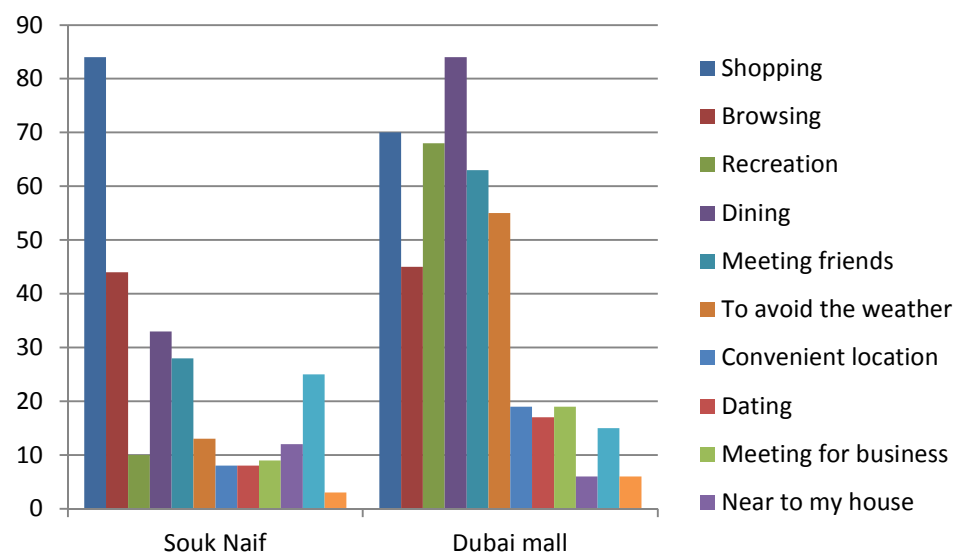


Figure 7.23: Reasons for visiting Dubai Mall and Souk Naif (in numbers).

According to gender, shoppers' motivation shows that the highest motive for male respondents, the highest motive of the male respondents in Souk Naif is shopping (18.8%) followed by 16.8% for meeting friends and dining (14.9%), browsing (13.9%) and dating (7.7%).

Comparing to gender, shoppers' motivation shows that the highest motive for male respondents as shown in figure 7.24 in Dubai Mall is dining (31%) followed by 30% of male respondents who go to Dubai Mall for recreation and 29% for shopping.

Comparing with the female respondents in Souk Naif, the results show the majority of women go to the souk to shop (67%), followed by 30% of female answers which say browsing is one of their motives for going to Souk Naif. Interestingly, 25% of the answers say that security is one of female motives, followed by 20% dining.

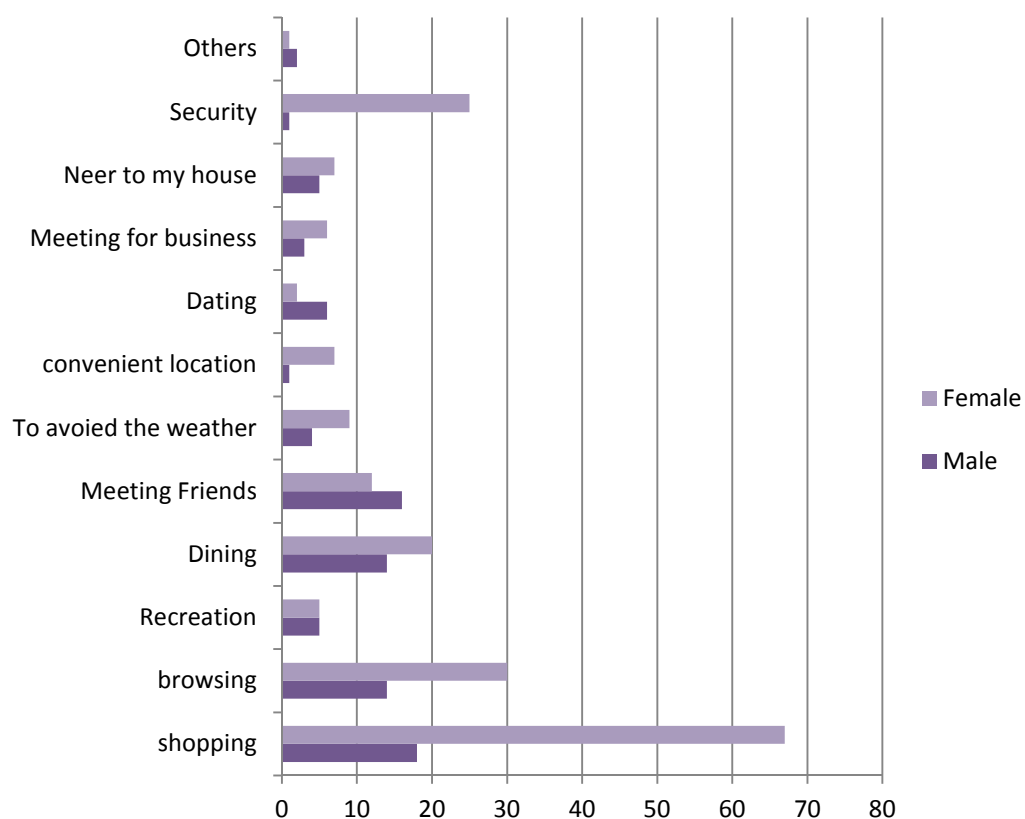


Figure 7.24: Shoppers' motivation according to gender (Souk Naif) (in percentage).

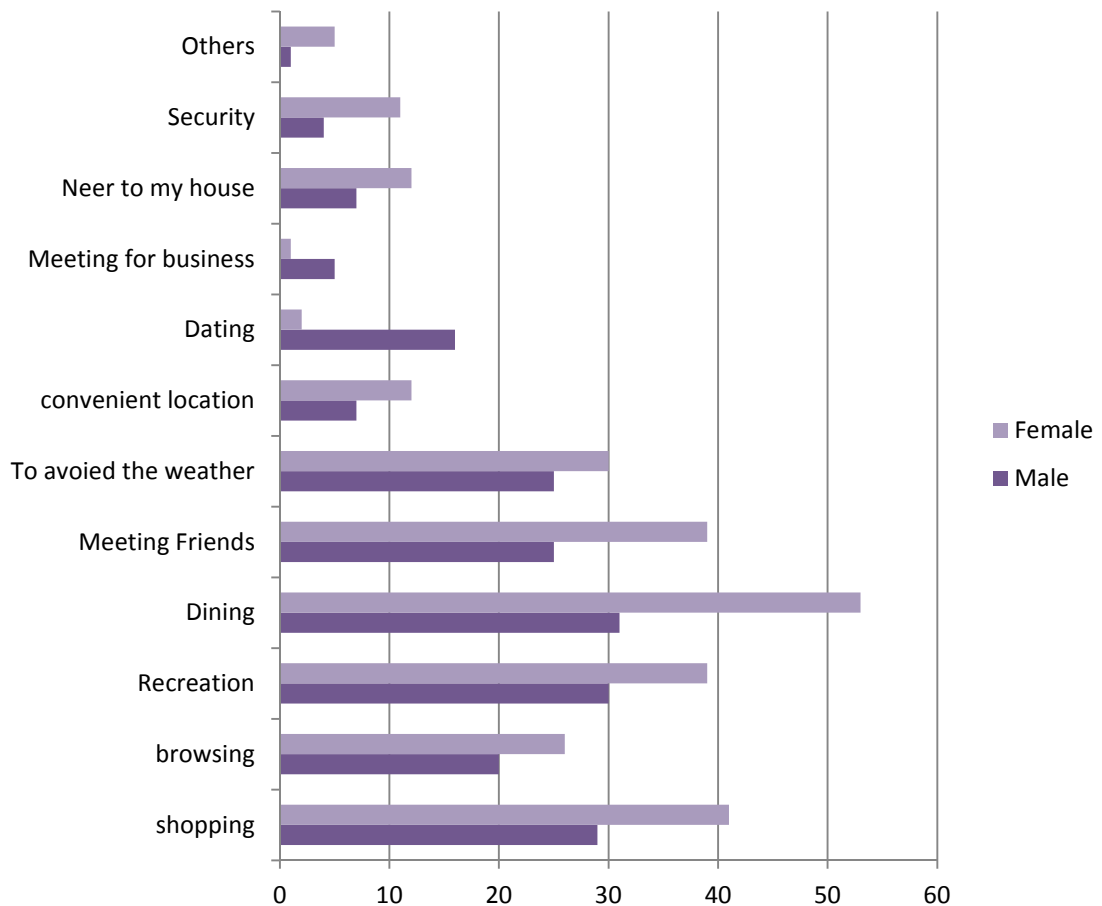


Figure 7.25: Shoppers' motivation according to gender (Dubai Mall) (in percentage)

Comparing with female respondents in Dubai Mall, the highest motive for visiting the mall is dining with 53% of female respondents, followed by shopping with 41%, recreation and meeting friends (39%) avoiding the weather (30%) and browsing (26%). The least cited motives are dating and meeting for business (figure 7.25).

Regarding the variable of gender, in Souk Naif there is a significant relationship for the following motivations: shopping ($p=0.00$ sig <0.05), meeting friends ($p=0.005$ sig <0.05) and security ($p=0.000$). In Dubai Mall, only dining ($p=.013$ sig <0.05), dating ($p=.003$ sig <0.05) have a significant relationship according to gender, whilst the other variables have no significant relationship (see table 7.7 & appendix D).

Shoppers' motivation	Souk Naif	Dubai Mall
	Exact Sig	Exact Sig
Shopping	.000	.286
Browsing	.334	.568
Recreation	.245	.549
Dining	.205	.013
Meeting friend	.005	.189
Avoiding bad weather	.488	.484
Convenient location	.154	.323
Dating	.100	.003
Meeting for Business	.604	.021
Near to the house	.423	.547
Security	.000	.115
Others	.284	.165

Table 7.5: Chi square test of reason of visit souk Naif and Dubai Mall according to gender

7.4.1 Discussion of respondents' motivation in Souk Naif and Dubai Mall

'Motivation refers to the individual's intrinsic drive which is spurred into actions. The advent of this driving force is caused by the stress state resulted from unmet needs. Therefore, people are motivated to conduct behaviours in order to satisfy conscious or subconscious demands, reduce the tension, and release the internal pressures...' (Kung et al, 2012, p1157).

The analysis results showed the highest shoppers' motivation at souk Naif, shopping is the main reason to visit the souk followed by browsing. The price of the products in the souk is one of the factors that motivate people to go and do shopping from Souk Naif, where shoppers will clarify later on question number 18 of the questionnaire, that the price one of factors that attracts shoppers to Souk Naif.

In Dubai Mall is 'dining' followed by 'shopping' and 'recreation'. Dining forms an integral part of the overall shopping experience, The Dubai Mall has the largest and most extensive food and beverage offer in a mall across the region. There are over 160 restaurants and cafe shops from fine dining to casual eateries offering a wide range of flavours, ambience, and price to suit all guests. For these reasons people might be find Dubai Mall the best place for dinning because of the varieties of food, as well as the luxury of design where most of the restaurants and cafe shops create a comfortable environment for their customers to spend a great time and enjoy their meals.

Dubai Mall is the biggest shopping mall in the world with entertainment destination, with its 1200 retail outlets, two anchor department stores. The explanation of the entertainment motivation for respondents at Dubai Mall is related to Dubai Mall's design as a leisure and entertainment destination for all the family and for all the ages. The mall provides 'edutainment' places for children where they can learn how to be an adult. In addition, teenagers and young people can enjoy skiing at the indoor ice rink, in addition to the mall offering 22 screen cinemas playing the latest films from around the world.

7.5 Respondents' feelings at Souk Naif and Dubai Mall

Question No 16: Respondents' feeling towards Souk Naif and Dubai Mall in general.

How do you feel at this mall/ souk and why? You can choose more than one answer:

<input type="checkbox"/> Pleased	<input type="checkbox"/> Displeased	<input type="checkbox"/> Satisfied	<input type="checkbox"/> Dissatisfied
<input type="checkbox"/> Happy	<input type="checkbox"/> Unhappy	<input type="checkbox"/> Relaxed	<input type="checkbox"/> tense
<input type="checkbox"/> Excited	<input type="checkbox"/> unexcited	<input type="checkbox"/> Safe	<input type="checkbox"/> Unsafe
Because.....			

The findings:

According to figure 7.26, in response to the question related to how they felt at Souk Naif, the responses were that 40.2% of the respondents were satisfied, 35.3 % excited, 29.4% safe, 27.5% pleased, 25.5% relaxed and 11.8% happy. There were a higher proportion of negative answers than at Dubai Mall, though these were still low, with 4.9% stating they were unexcited, 4.9% displeased, 2.9% dissatisfied, 2.9% tense, 2% unhappy and 0% unsafe.

In answer to the same question at Dubai Mall, 66.1 % said they were excited, 46% pleased, 38.7% happy, 37.9% relaxed, 32.2% satisfied, and 21% safe. Hardly any responses were negative (0.8% dissatisfied, 0.8% unhappy, and 0% displeased, tense, unexcited or unsafe).

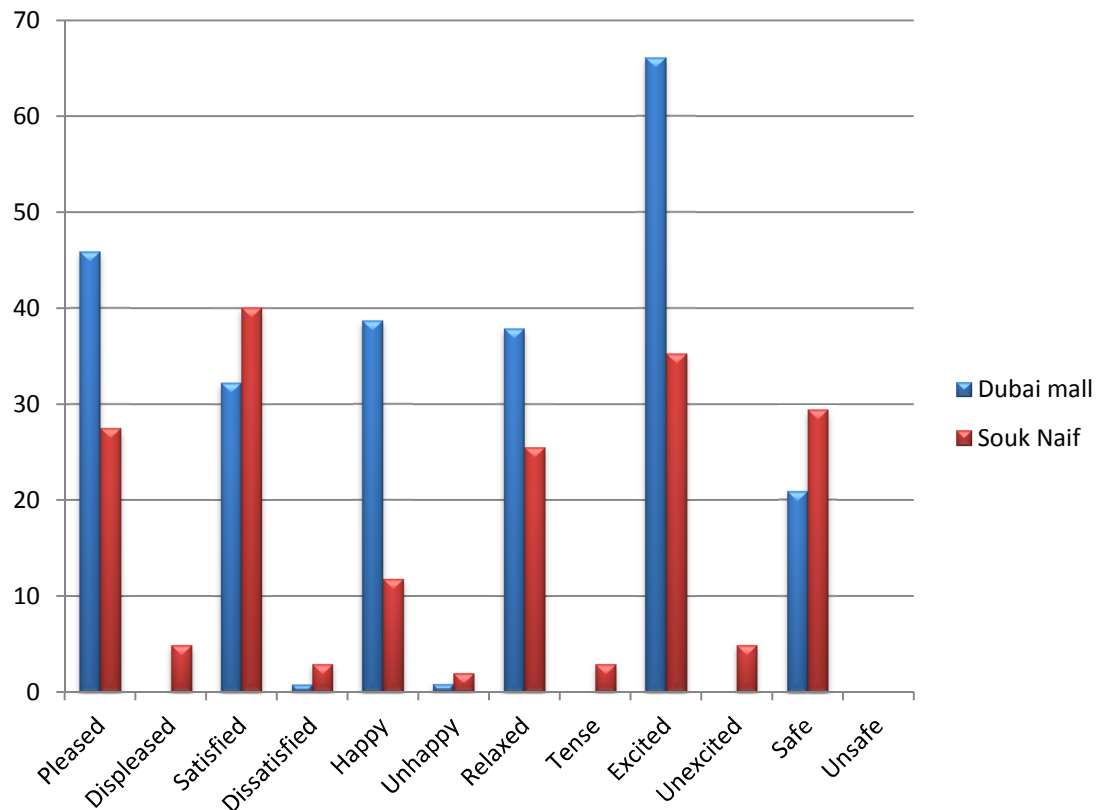


Figure 7.26: Respondents' feelings at Dubai Mall and Souk Naif (in percentage)

In regard to the responses on how the respondents felt at a particular part of Dubai Mall and of Souk Naif, the results were collected from four places in Dubai Mall (The main entrance, Gold souk, Waterfall and Ice rink) and from three places in Souk Naif (the main entrance, women's wear space and cafes and restaurant). These responses were collected as a multi choice answer divided into two parts: positive feeling and negative feeling. The question was posed to people at the respective places.

7.6 Respondents' feeling towards Souk Naif and Dubai Mall in a particular part of Souk Naif and Dubai Mall.

Question No 17:

This question reveals the feeling of the respondents within three places in Souk Naif which are the main entrance, Gate 2, and women's clothing section; and within four

places in Dubai Mall which are the main entrance, Gold souk, ice rink and the waterfall.

How do you feel in this particular part of the mall/ souk? You can choose more than one answer :

- | | |
|--|--|
| <input type="checkbox"/> I feel talkative and friendly to stranger who happens to be next to me. | <input type="checkbox"/> I do not feel talkative and friendly to who happens to be next to me? |
| <input type="checkbox"/> I like the environment | <input type="checkbox"/> I Do not like the environment |
| <input type="checkbox"/> I feel relaxed during my visit | <input type="checkbox"/> I do not feel relaxed during my visit |
| <input type="checkbox"/> I lose the sense of the time | <input type="checkbox"/> This place makes me feel bored. |
| <input type="checkbox"/> This place seems very spacious to me. | <input type="checkbox"/> This place seems very enclosed/small to me. |
| <input type="checkbox"/> I like the activities happening here. | <input type="checkbox"/> I am not satisfied with the activities happening here |
| <input type="checkbox"/> I like the goods on display. | <input type="checkbox"/> I do not like the goods on display. |

7.6.1 The findings of Question No 17at Souk Naif :

a) Respondents' positive and negative feelings at Souk Naif: Main Entrance

As shown in table 7.7, the results indicated that 46.7% of the respondents (out of 45 respondents who answered the questionnaire at the main entrance) liked the environment, 40% felt talkative and friendly to strangers, 35.6% liked the goods on display. 22.2% lost the sense of time, followed by 20% of people who felt relaxed during the visit, 17.7% of respondents who liked the activities at the main entrance, and 8.8% of respondents who felt the place was very small.

Among the 45 respondents, the results showed that 4.4% of respondents do not feel talkative and friendly to stranger and do not feel relaxed, 2.2% of respondents feel board, do not satisfied with the activities and do not like the goods on display (see figure 7.27).

Respondents feeling at particular part of the souk Naif	Main Entrance		Women's' clothing section		Restaurant and cafe	
	No	%	No	%	No	%
I feel talkative and friendly to stranger	18	40	22	53.7	7	21.9
I do not feel talkative and friendly to stranger	2	4.4	1	2.4	0	0
I like the environment	21	46.7	22	53.7	11	34.4
I Do not like the environment	0	0	1	2.4	4	12.5
I feel relaxed during my visit	9	20	10	24.4	4	12.5
I do not feel relaxed during my visit	2	4.4	2	4.9	0	0
I lose the sense of the time	10	22.2	10	24.4	2	6.25
This place makes me feel bored	1	2.2	3	7.3	2	6.25
This place seems very spacious to me	2	4.4	3	7.3	1	3.12
This place seems very enclosed/small to me.	4	8.8	3	7.3	2	6.25
I like the activities happening here	8	17.7	5	12.2	5	15.6
I am not satisfied with the activities happening here	1	2.2	3	7.3	0	0
I like the goods on display	16	35.6	22	12.2	2	6.25
I do not like the goods on display	1	2.2	0	0	0	0

☐ Positive feeling ☒ Negative feeling

Table 7.6: Respondents' feeling at souk Naif

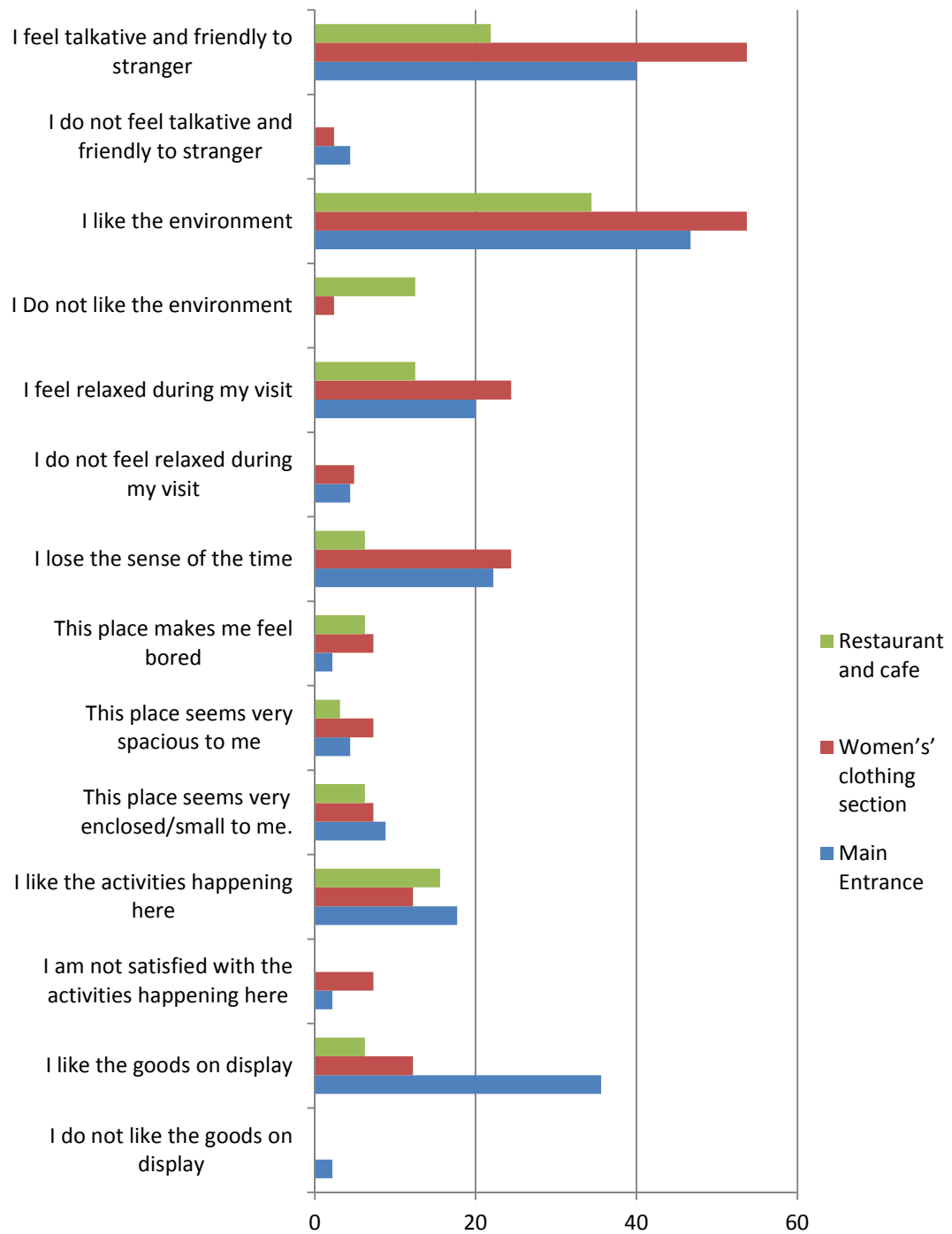


Figure 7.27: Respondents' feeling at Souk Naif (in percentage)

b) Respondents' positive and negative feelings at Souk Naif: women's clothing section

From table 7.7, the results show the highest level of positive feeling at the women's clothing section (53.7% of 41 respondents who filled the questionnaire) being reported; they were feeling friendly and talkative, liking the environment, and liked the goods on display. 24.4% of respondents felt relaxed and lost the sense of time.

Besides, 13 respondents had negative feeling at the women's wear place (compared to 94 respondents who had positive feeling), where 2.4% of respondent said they did not feel talkative and friendly to strangers, 2.4% of respondent did not like the environment, and 4.9% of respondents did not feel relaxed within the space. In addition, 7.3% of respondents felt bored, the space seemed enclosed, and not satisfied with the type of activities that were happening within this space.

c) Respondents' positive and negative feelings at Souk Naif: Gate (2) cafe and restaurants

The least positive feeling as shown in table 7.7 was at the restaurant and cafe space (32 respondents). 43.4% of the respondents liked the environment at the restaurant space and 21.9% felt friendly and talkative, 15.6% of respondents liked the activities and 12.5% felt relaxed during their visit to the souk, followed by 6.25% who lost their sense of time and 3.12% for whom the space seemed very spacious.

The lowest negative feeling at souk Naif was shown at the restaurant and cafe space. 12.5% of respondents did not like the environment, 6.25% respondents felt bored, and the space very enclosed.

7.6.2 Discussion of respondents feeling and satisfaction at Souk Naif

Table 7.8 presents the percentages of positive and negative responses at the three places inside Souk Naif. The highest positive feelings were recorded at the women's clothing section. This may be due to the physical environment of this place – see

physical analysis part – where the first thing that can be noted is the natural lighting coming from the windows around the raised ceiling.

The place	Main Entrance Gate (1) (%)	Women's' wear (%)	Restaurant and café Gate (2) (%)
Positive responses feeling	88.3	87.9	80
Negative responses feeling	11.7	12.1	20

Table 7.7: Respondents' feelings at Souk Naif (in percentage).

Unlike all the other places in Souk Naif, which rely on artificial lighting, this factor creates a comfortable environment for the shoppers as well as providing places to sit and places to eat, which creates an environment that encourages interaction between the shoppers. The way that shopkeepers display the goods in front of their shops to attract the attention of the shoppers seems to contribute to them feeling talkative, relaxed and losing their sense of time.

The next place that has a high positive number of responses is the main entrance (Gate 1). The shops start directly from the main door of the place, lining both sides of the corridors, which do not exceed the distance between the shops four metres.

Gate (2), where the restaurant and café are located close to the entrance of the gate, has the lowest positive feeling responses from the respondents. As pointed out in the physical analysis part, the space consists of, in addition to restaurant and café, shops, sitting area, vending machines, and the toilets.

7.6.3 The findings of question No 17 at Dubai Mall:

a) Respondents' positive and negative feelings at Dubai Mall: Main Entrance

From Table 7.9, most of respondents at the Dubai Mall entrance showed positive feelings. It can be seen that 16.12% of the answers of respondents at the main entrance) felt talkative and friendly to the stranger, 87.1% liked the environment, and 38.7% felt relaxed at the main entrance during their visit. 22.6% of respondents said

they lost the sense of the time at the main entrance, 9.7% referred to the place as seeming very spacious to them, 41.93% liked the activities happening at the main entrance and 19.35% liked the goods on display.

As can be seen in table 7.9, the number of answers that came from the respondents at the main entrance expressing negative feelings was low, compared to the positive feelings expressed for the same place. 25.8% of the respondents did not feel talkative to strangers at the main entrance, 19.35% of respondents' answer did not feel relaxed at the main entrance, 6.45% of respondents felt bored, 3.23% of respondents were not satisfied with the activities, and 3.23% of respondents felt the place seemed very enclosed.

How do you feel at this particular part of Dubai mall?	Main Entrance		Gold Souk		Water fall		Ice Rink	
	N	%	N	%	N	%	N	%
I feel talkative and friendly to stranger	5	16.1	5	20.8	12	37.5	8	21.6
I do not feel talkative and friendly to stranger	8	25.8	0	0	1	3.12	1	2.70
I like the environment	27	87.1	24	100	24	75	15	40.5
I Do not like the environment	0	0	0	0	14	3.12	0	0
I feel relaxed during my visit	12	38.7	7	29.2	0	43.8	7	18.9
I do not feel relaxed during my visit	6	19.4	0	0	12	0	1	2.7
I lose the sense of the time	7	22.6	9	37.5	0	37.5	10	27.0
This place makes me feel bored	2	6.5	0	0	3	0	0	0
This place seems very spacious to me	3	9.7	5	20.8	0	9.38	4	10.8
This place seems very enclosed/small to me	1	3.2	0	0	14	0	0	0
I like the activities happening here	13	41.9	11	45.8	2	43.8	10	27.0
I am not satisfied with the activities happening here	1	3.23	1	4.1	6	6.3	1	2.7
I like the goods on display	6	19.4	9	37.5	0	18.8	3	8.1
I do not like the goods on display	0	0	0	0	0	0	0	0

☐ Positive feeling ☒ Negative feeling

Table 7.8: Respondents' feelings at Dubai Mall (in percentage)

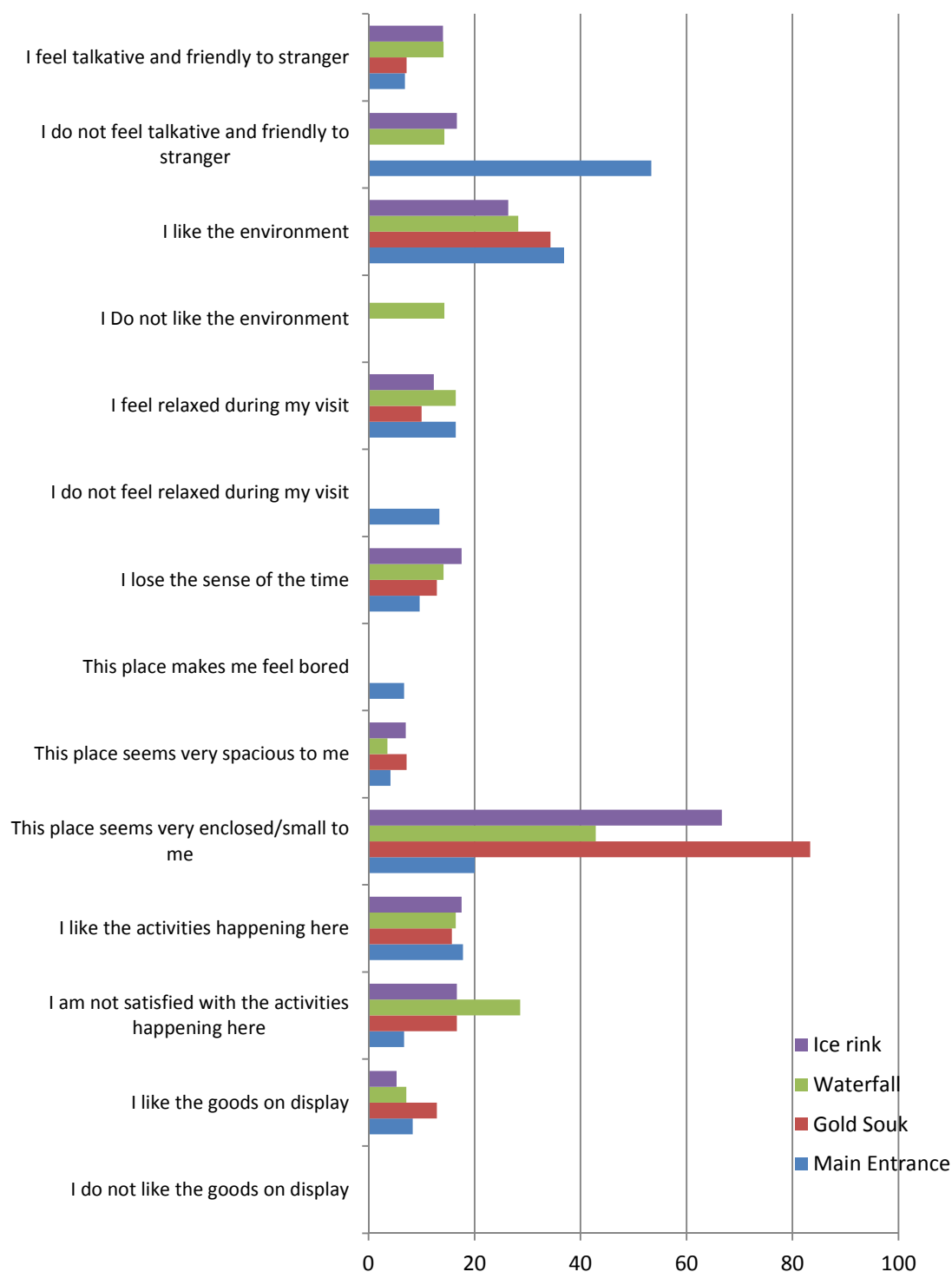


Figure 7.28: Respondents' feeling at the main entrance, Gold souk, waterfall and the ice rink at Dubai Mall (in percentage).

b) Respondents' positive and negative feelings at Dubai Mall: Gold Souk

As shown in table 7.9, 20.8% of respondents' answers at the Gold Souk said that they felt talkative and friendly to strangers, 100% answered that they liked the environment at the Gold Souk. Only 29.16% of respondents felt relaxed during their visit to the Gold Souk, 37.5% lost the sense of the time, 20.8% found the place very spacious, 45.83% of respondents liked the activities, and 37.5% liked the goods on display. A negative feeling was reported by only 4.1% of the respondents at the Gold Souk, who was not satisfied with the activities.

c) Respondents' positive and negative feelings at Dubai Mall: Waterfall

As can be seen in table 7.9, 37.5% of respondents at the waterfall felt talkative and friendly with strangers, 75% of respondents liked the environment at the waterfall, 43.75% of respondents felt relaxed during their visit to the place, equally with respondents who like the activities, whilst 37.5% respondents lost the sense of time. Only 9.38% of respondents reported the place seemed very spacious to them and 18.75% liked the goods on display.

A few respondents expressed dissatisfaction at the waterfall. 3.12% of respondent did not feel talkative and friendly to strangers, and did not like the environment and 6.25% of respondents were not satisfied with activities that were happening.

d) Respondents' positive and negative feelings at Dubai Mall: Ice Rink

From the table 7.9, among 37 respondents who were at the ice rink, the highest percentage of respondents (40.54%) said that they liked the environment, followed by 27.02% of respondents who lost the sense of time and 27.02% of respondents who liked the activities, while 21.62% of respondents felt talkative and friendly to strangers. Only 18.41% of respondents said they felt relaxed during their visit, 10.81% of respondents found the place to seem very spacious and 8.10% liked the goods on display.

Just three respondents (out of 37 respondents at the Ice rink) showed negative feeling at the ice rink. One respondent did not feel talkative to the stranger, another one did not feel relaxed and one respondent was not satisfied with the activities.

7.6.4 Discussion of respondents feeling and satisfaction at Dubai Mall

Overall, the responses showed the highest positive feeling at Dubai Mall were at the waterfall and the lowest positive feeling in the ice rink space, while the highest negative feeling was at the main entrance and the lowest negative feeling was at the gold souk. Table 7.10 presents the percentage of positive and negative feelings of the respondents at Dubai Mall.

The place	Main Entrance %	Gold Souk %	Waterfall %	Ice Rink %
Positive feeling responses	80.21	95.5	98.56	95
Negative feeling responses	19.78	1.4	4.49	5

Table 7.9: Respondents' positive and negative feelings at Dubai Mall (in percentage)

The highest positive feeling of respondents at the waterfall place inside Dubai Mall might be due to some design features, such as a spectacular water feature that offers a vantage meeting point for visitors to the mall. The Waterfall goes through the entire height of the mall, crossing each of the four levels, and designed with art sculptures of human divers made of fiberglass to create a dynamic visual spectrum that complements the rhythmic flow of water. The Waterfall comprises two cylindrical structures, 30 metres in diameter and 24 metres high; in addition, the visual contact between the shoppers inside the waterfall space and outside of the mall, where the space opens to views of Burj Dubai, the Dubai Fountain on the 30-acre Burj Dubai Lake and The Address, Downtown Burj Dubai.

The other interesting positive feeling was at the main entrance of the Mall. The huge space of the main entrance, which goes through the four levels and roofed with a huge dome with glazed holes. The circular shape of the place's plan facilitates the

movement of entering and leaving the place specially the place can be considered a distribution movement of shoppers to the rest of the mall spaces. Because of the huge open space of the main entrance, some activities performances are held, such as fashion shows, advertise some commercial products, in addition, the background music and the lighting. All of that could contribute to motivate a positive feeling among shoppers within the main entrance place.

The third place that recorded positive feeling was the Gold Souk which located in the heart of the mall and consists of over 220 shops that trade almost exclusively in jewellery. The design of the souk inspired from design elements of a traditional souk with arched winding corridors and a courtyard in the middle roofed by a dome. One the other hand, modern aesthetic elements have used in interior of the souk such as, sculptures, arabesque, coloured stones, fountains, etc.

The fourth place with less respondents' positive feelings was the Ice rink. The Olympic-size Ice rink located in the comforts of a climate-controlled environment, inside Dubai Mall, and the open space goes through four storeys of the mall and with cafes and restaurant located on it. Skating is the main activity that could take place within this space in addition to some cafes and restaurants located on the ice rink which offer places for shoppers to sit.

7.7 Factors that attract shoppers to souk Naif and Dubai Mall

Question No 18:

What things attract you to this place? You can choose more than one answer

- | | | |
|---|--|---|
| <input type="checkbox"/> The decor. | <input type="checkbox"/> The lighting. | <input type="checkbox"/> The background music. |
| <input type="checkbox"/> Accessibility to the mall. | <input type="checkbox"/> Visibility. | <input type="checkbox"/> Entertainment facilities. |
| <input type="checkbox"/> The special activities. | <input type="checkbox"/> The price. | <input type="checkbox"/> The variety of the products. |
| <input type="checkbox"/> The brand. | <input type="checkbox"/> Hospitality of shopkeeper/staff | |

The findings of the question No 18

This question reveals factors that attract shoppers to Souk Naif and Dubai Mall. Figure 7.29 indicates the responses relating to factors attracting respondents to Dubai Mall and Souk Naif. Because the question had a multi choice answer, the results add up to more than the number of respondents.

According to Ahmed (2012), these factors can be grouped as follows:

- 1- Aesthetic/Ambient factors: the décor, the lighting and the music.
- 2- Hedonic factors: Entertainment facilities, special activities.
- 3- Essence factors: the brand and the variety of products and the price.
- 4- Physical factors: the accessibility, visibility.
- 5- Social interaction factors: Hospitality of shopkeeper/staff

- Aesthetic/Ambient factors that attract shoppers at Souk Naif and Dubai Mall

As can be seen from figure 7.29, the results showed that at Souk Naif the décor was the most highly cited ambient factor (65.7% of the total respondents) attracting shoppers, followed by lighting with 18.6%. At Dubai Mall also the décor was the highest ambient factor which attracted respondents (69% of total respondents), while the lighting is the second ambient factor most cited, with 37.9%, followed by the background music as a third ambient factor (24%).

- **Hedonic factors that attract shoppers at Souk Naif and Dubai Mall**

As shown in figure 7.29, the highest hedonic factors that attract shoppers in Souk Naif are the special activities that take place in the souk with 13.7% of respondents, followed by the entertainment facilities (12.7%), whilst in Dubai Mall the results show that entertainment facilities are cited by 54.8% of respondents' answers, and 49.2% was the special activities.

- **Essence factors that attract shoppers at Souk Naif and Dubai Mall**

The highest essence factors that attract the shoppers at Souk Naif were the price, which was the highest with 71.6%, followed by 33.3% of the total answers saying the variety of the products, with only 14.7 % saying the brand. On the other hand, at Dubai Mall the highest answer is the variety of the products (33.91% of the respondents), followed by the brand (29%), with the price being the less attractive factor to the respondents (9.7% of the total answers).

- **Physical elements factors that attract shoppers at Souk Naif and Dubai Mall**

From figure 7.29, the answers from the respondents in Souk Naif say 21.6% for visibility and 16.7% for accessibility to the souk. Meanwhile 43.5% of the total respondents in Dubai Mall say the accessibility to the mall is one of the factors that attract them to the mall, in regard to the physical elements factors, and 27.4% of the answers say the visibility.

- **Social interaction factors that attract shoppers at Souk Naif and Dubai Mall**

The highest social interaction factor in Souk Naif was the hospitality of shopkeepers / staff (62.7% of total respondents), whilst in Dubai Mall the ratio was 25.5% of the total respondents.

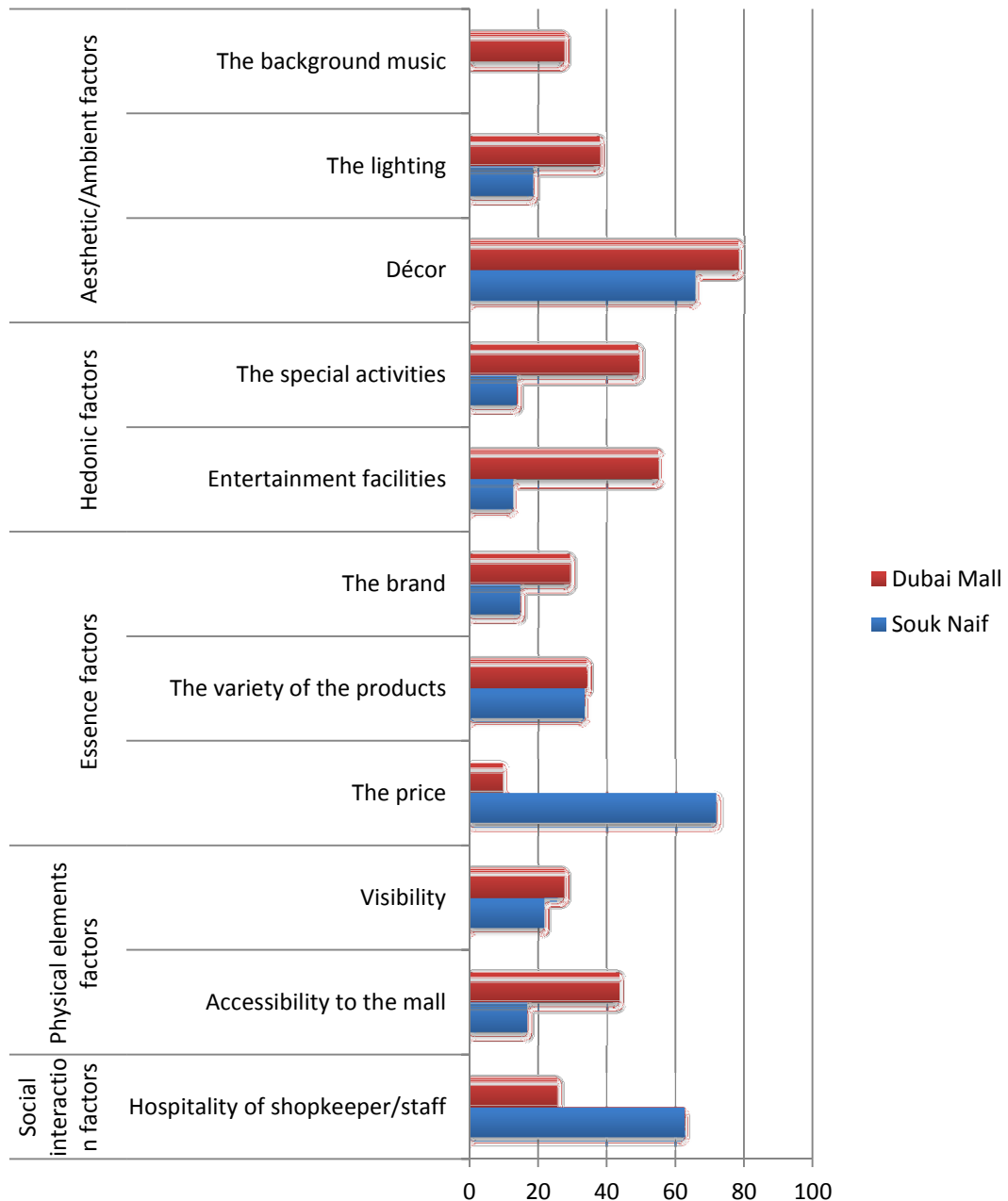


Figure 7.29: Factors that attract respondents to Dubai Mall and Souk Naif (in percentage)

Comparing the factors that attract shoppers in Souk Naif and in Dubai Mall, in both shopping environments, shoppers were attracted by the ambient factors, whilst shoppers at Dubai Mall attracted by hedonic factors more than shoppers at Souk Naif. Essence factors were attracting shoppers at Souk Naif more than shoppers at Dubai Mall. Social interaction factors attracted Shoppers at Souk Naif more than Dubai Mall.

7.8 Conclusion

To summarise this chapter, a structured close-ended questionnaire was applied to randomly selected individuals in four places in Dubai Mall and three places in Souk Naif, to obtain a profile of shoppers, and to understand shoppers' behaviour and their shopping motivation within the two different shopping environments in Dubai. 102 questionnaires were collected from respondents in souk Naif and 124 questionnaires from respondents in Dubai Mall.

The first part of the questionnaire about shoppers' demographics revealed that in both shopping environments the number of female shoppers more than male but the male visit the mall and the souk more frequently than female. The age group of shoppers who are most common in Souk Naif it was between 30-40 years old while in Dubai Mall was between (20-30) years. Besides, the results showed that the majority of respondents in Dubai Mall were from Arab and Asian countries and were not UAE residents, but in the souk, the largest group of respondents were Arabian and Emiratis and were UAE residents. Furthermore, the results disclosed that the shoppers in both Dubai Mall and Souk Naif have medium annual income.

In regard to significant relationship between gender and age group, occupation, nationality and annual income, chi square test showed that there is a significant relationship between gender and shoppers' demographics characteristics in Souk Naif and Dubai Mall. Occupation in Souk Naif at (.000 sig <0.05) has a significant relationship, whilst other variables have no relationship. In Dubai Mall, age group at (.000 sig <0.05), occupation at (.000 sig < 0.05) and annual income (.004 sig <0.05) have a significant relationship.

The second part of the questionnaire revealed the self-reported behaviour of shoppers in the two shopping environments. The results showed that, according to the gender, males visit the two shopping environments more frequently than females, but females spend longer time than males.

The results revealed that among shoppers' demographics have impact on duration of stay at the two different shopping environments, the factor of gender in Souk Naif has a significant relationship at ($p=0.001$ sig <0.05)

The results also indicated that the waterfall space in Dubai Mall is the place where shoppers spend the longest time, while in Souk Naif shoppers spend the longest time within the women's clothing section. The physical environment here plays an important role, where both spaces have their own environment, which distinguishes it from other spaces (see chapter five).

The results gained from the respondents in Souk Naif and Dubai Mall clarified that although Dubai has new modern shopping environments, people still visit the traditional souks. This is a strong indicator that traditional souks are a non-trivial component of shopping environments in Dubai.

The third and the last part of the questionnaire deal with shoppers' motivation and their feeling within the two different environments. The main reason for visiting Dubai Mall is dining and shopping, with the mall having a variety of restaurants and stores. On the other hand, shoppers go to Souk Naif mainly for shopping and browsing.

Looking at shoppers' motivation by gender, the highest number of female shoppers visit Souk Naif, shopping is the high-motivating factor for females to visit the souk, whilst for males it is shopping and meeting friends. In Dubai Mall for dining followed by shopping, while the highest numbers of male visit the mall for dining and recreation reasons.

Regarding the variable of gender, in Souk Naif there is a significant relationship for the following motivations: shopping ($p = 0.00$ sig < 0.05), meeting friends ($p = 0.005$ sig < 0.05) and security ($p = 0.000$). In Dubai Mall, only dating ($p = .003$ sig < 0.05) and meeting friends ($p = 0.021$ sig < 0.05) have a significant relationship according to gender, whilst the other variables have no significant relationship

According to shoppers' positive and negative feeling at Souk Naif and Dubai Mall, the respondents have mostly positive feelings toward Souk Naif and Dubai Mall, where the majority of shoppers expressed that they feel excited, pleased, and relaxed in Dubai Mall, while in Souk Naif the high positive feelings were related to being satisfied, excited and pleased.

In regard to the responses on how shoppers feel at the three places in Souk Naif and the four places in Dubai Mall. In general, in Souk Naif, the highest numbers of

respondents in Souk Naif have a high positive feeling towards the women's wear section space followed by the main entrance and Gate 2 (restaurant and café).

On the other hand, in Dubai Mall, the environment played an important role to evoke shoppers' feeling towards the four places. The Waterfall in Dubai Mall has a high positive feeling comparing with the other three places followed by the main entrance, gold souk and the Ice rink.

The last part of the questionnaire discovered factors that attract shoppers to Dubai Mall and Souk Naif. The factors were grouped into five factors, which are: Aesthetic/Ambient factors (the décor, the lighting and the music); Hedonic factors (Entertainment facilities, special activities); Essence factors (the brand and the variety of products and the price); Physical factors (the accessibility, visibility); and Social interaction factors (Hospitality of shopkeeper/staff).

The results revealed that shoppers in Dubai Mall were most attracted by the décor, the entertainment facilities, and the special activities that take place in the mall. In Souk Naif, the price was the highest factor that attracted shoppers to the souk, followed by the décor and the hospitality of shopkeepers. Hence, it can be said that traditional souks in Dubai might be to lose its importance among people in UAE specially youth people as places not only for shopping but as places where people meet and spend their time within it as before and replaced by modern shopping malls.

The following chapter will analyse the data collected by the snapshot observation and unobtrusive observation of individual shoppers. The outcome of this chapter will find out the types of shoppers' behaviour that occurred in the two shopping environments, Souk Naif and Dubai Mall.

Chapter eight: Research conclusion

8.1. Introduction

This research aimed to develop knowledge and understanding of human socio-spatial behaviour within the built environment of two different shopping environments in Dubai, UAE, a traditional souk and a modern shopping mall, in order to explore the transformation in how people in the Middle East are using shopping environments

This chapter first presents the results from the research in terms of meeting each of the research objectives set out in chapter one. This leads to providing an answer to the research questions as an overall conclusion. On the basis of the conclusions, the chapter offers a set of recommendations for shopping environments developers, retail management, and designers. This is followed by a reflection on the limitations of the research, and the chapter ends with recommendations for further research.

8.2 Analytical research findings

The research set out to answer the question of how different is shoppers' socio-spatial behaviour within two different types of shopping environment in Dubai – one a traditional souk and the other a modern shopping mall – which reflect the evolution of shopping environments from historical to contemporary in the wider Middle East. This was done by addressing four specific research objectives. The key conclusions from each of these research objectives are set out in this section. These provide answers, which enable us to address a final objective, which is to reach conclusions on the transformation in how people in the Middle East are using shopping environments – which are provided in section 8.3 below.

The research brings out conclusions for these research objectives:

Research Objective 1

To trace the historical development of shopping environments in Dubai, including the traditional souks and the recent shopping malls.

Research questions for Objective 1

1.a) How have marketplaces in the world developed, with a specific reference to the traditional souks and modern shopping malls in Islamic Arab countries and in the context of the Gulf countries?

1.b) How has the economic development of Dubai influenced the shopping environments in Dubai?

1.c) What has been the historical development of shopping environments in Dubai, UAE?

The findings from addressing objective 1 were set out in Chapter Two. To understand Dubai's modern shopping environment history required understanding the historical development of shopping since this city was founded in 1833. This is directly linked to the socio-economic development of Dubai as a city. Dubai has witnessed drastic transformation from being a small coastal stopover for boats traveling between Persia, India, China, and East Africa, to becoming the largest shopping destination in the Middle East, and arguably, the world.

Dubai was founded in an ideal geographic location to utilize waterways as an access point for trade, so both settlement and trade started together. The analysis of development of shopping environments in Dubai showed that Dubai has gone through two major stages. The first stage was before the discovery of oil in the early 1960s, when Dubai was known as a fishing and pearl trade market. The traditional souks were located in the area around the creek of Dubai, which is currently known as old Dubai. As in most Islamic cities, similar traders joined to create specialised markets named after them, such as the gold souk, the animal markets, and the herb sellers. The general layout of existing traditional souks is based on small shops, stalls and equally narrow walkways in between, shaded with palm tree fronds or mats, with gates on the two ends that were closed after sunset. These souks were established fully integrated with surrounding residential areas.

The second stage is after the discovery of oil, when on the basis of UAE's economic prosperity, the Municipality of Dubai sought to diversify and expand its economy with a view to future economic sustainability. This led the Municipality of Dubai to design and build modern shopping malls, in cooperation with global and local

companies. Dubai gained its economic strength in addition to the oil from tourism, retail, becoming an international financial centre, shipping, airlines and airports. During that time, UAE has been able to transform itself into a rapidly modernizing country, which is fast becoming a major economic hub and a key player on the international economic landscape.

Shopping Malls in Dubai face a unique challenge of attracting a diverse set of shoppers that include Emirati customers, Non-Emirati residents of the UAE and tourist shoppers from different parts of the world. Dubai has both large malls and smaller size malls. In the 1980s and early 1990s, Dubai took a strategic decision to become a leading international tourism destination and at that time Dubai witnessed the construction of a number of modern shopping malls, which adopted western styles.

Research Objective 2

To analyse and characterize the physical environment of shopping environments in Dubai.

Research questions for Objective 2

2.a) What are the key physical characteristics of the urban context of these shopping environments?

2.b) What are the key physical characteristics of Dubai Mall and Souk Naif, and of specific environments within them?

This objective was achieved in chapters two and five. According to the literature, the influence of the physical shopping environment has a significant impact on shoppers' behaviour as mentioned in chapter three. In order to understand the relationships that exist between shoppers' perceptions of two different shopping environments in Dubai and their emotions, satisfaction, and behavioural intentions with respect to that shopping setting, and how the shopping environments are related to the spatial behaviour and activities that take place in the shopping spaces, an analysis of the characteristics of such environments was first required.

Features of the shopping environment that have been found to influence shoppers' behavioural intentions by previous research include: location and accessibility,

layout, circulation (including approach and internal configuration of the paths), the size of the shops and the main open spaces within the building, and exterior and interior design. This research analyzed and compared these factors between the two different shopping environments and identified the similarities and differences between souk and mall as found in the Souk Naif and Dubai Mall case studies, starting with their respective physical contexts and then examining their internal features.

The souk is located in the heritage area of Dubai, surrounded by traditional buildings. The interior and exterior design of the souk are very simple with a rectangular shape, inspired by local architecture, and small shops located on both sides of the walkaway. The open spaces flow into the individual shops with no barriers, and displays of goods spill out into the open spaces. In comparison with this, the physical characteristics of Dubai Mall are similar to those of the modern malls which are located in the modern area of Dubai, but taken to the extreme, with the design of the mall being huge in overall size, as well as having very large external and internal open spaces, and with a luxurious atmosphere. These spaces are 'themed' through layout and decoration (e.g. the Gold Souk) as well as through specific attractions (such as the ice rink and the waterfall), and they are considered as places where shoppers can gather, to sit or eat as well as places for other activities that take a place within the mall (such as ice-skating, etc).

There are therefore considerable differences in between the case study souk and mall in location and accessibility, layout, circulation, size and scale of both shops and open spaces, and exterior and interior design – i.e. in all the factors identified by researchers as having an influence on shoppers' behaviour. In addition, the study found differences in the type of attractions and activities offered within these two types of shopping environment, with the mall containing special features such as ice rink, waterfall and fish tank.

Research Objective 3

To assess the socio-spatial behaviour among the different users of the shopping environment in traditional souks and shopping malls in Dubai.

Research questions for Objective 3

3.a) What types of shoppers visit the two different shopping environments in regard to their demographics?

3.b) How do people perceive the traditional shopping environment in the traditional souk and the modern shopping environment in shopping malls in the Emirate of Dubai?

3.c) What human spatial activities take place in the traditional souk in Dubai and within shopping malls in Dubai? When do such activities take place? Where do they take place? Who are involved in such activities?

Regarding question 3.a, the findings to achieve this objective were set out in chapter seven, which addressed the analysis of questionnaire about socio-spatial shopping behaviour and their motivation in the two different shopping environments in Dubai. The significant findings showed that, in both shopping environments, the number of female users was higher than that of male users, with 55.6% of shoppers being female and 44.4% male in Dubai Mall, and 64.7% female vs. 35.3% male in Souk Naif. Shoppers who are between 30-39 years old are the most frequently found in the Souk (45.1%), while shoppers who are young and between 20-29 years old are the most common in the mall (37.1%). The majority of shoppers in the traditional Souk Naif were Arabian (39.2%) and Emiratis who are UAE residents (29.4%), but in the Mall the most common nationalities were Arabian (33.9%) and Asian (25%), where the majority are non-UAE residents who are either tourists or working in Dubai.

The findings showed a significant relationship between gender and shoppers' demographics characteristics in Souk Naif and Dubai Mall, occupation in Souk Naif at (.000 sig <0.05) has a significant relationship, whilst other variables have no relationship. In Dubai Mall, age group at (.000 sig <0.05), occupation at (.000 sig <0.05) and annual income (.004 sig <0.05) have a significant relationship. This result can be linked to the study by Sommer et al., (1992), who found that women spend more time than men in the store.

Regarding question 3.b on users' perceptions of the two shopping environments, the findings showed a variety of motivations for using them. The highest number of

shoppers at Souk Naif stated shopping as a reason for visiting (82.4%), with the next most cited reason being browsing (43.1%) and dining (32.4%). In contrast, shoppers go to the modern shopping mall to dine (67.7%). Shopping (56.5%) and recreation (54.8%) are the next cited reasons. In addition, mall shoppers spend a long time inside the mall, especially in the places that have physical characteristics like water features, background music, and recreation facilities.

In terms of the physical characteristics that influence shoppers, asking the shoppers about what attracted them to the case study shopping environments resulted in the identification of a range of features which can be grouped using Ahmed's (2012) categorisation into five types:

- **Aesthetic/Ambient factors that attract shoppers at Souk Naif and Dubai Mall**

The results showed that at Souk Naif the décor was the most highly cited ambient factor attracting shoppers, followed by lighting. At Dubai Mall also the décor was the highest ambient factor which attracted respondents, while the lighting is the second ambient factor most cited, followed by the background music as a third ambient factor

- **Hedonic factors that attract shoppers at Souk Naif and Dubai Mall**

The highest hedonic factors that attract shoppers in Souk Naif are the special activities that take place in the souk, followed by the entertainment facilities, whilst in Dubai Mall the results showed that entertainment facilities and special activities.

- **Essence factors that attract shoppers at Souk Naif and Dubai Mall**

The highest essence factors that attracted the shoppers at Souk Naif were the price, followed by the variety of the products, and the brand. On the other hand, at Dubai Mall the highest answer is the variety of the products followed by the brand and the price being the less attractive factor to the respondents.

- **Physical elements factors that attract shoppers at Souk Naif and Dubai Mall**

With regard to the physical element factors, the highest factors in Souk Naif were visibility and accessibility. Meanwhile in Dubai Mall accessibility was followed by visibility.

- **Social interaction factors that attract shoppers at Souk Naif and Dubai Mall**

The highest social interaction factor in Souk Naif and in Dubai Mall was the hospitality of shopkeepers / staff.

Summarising across the five categories of factors, in Dubai Mall physical and activity-related factors were highly cited by respondents, with décor, entertainment, special activities and accessibility being highlighted by over 40%, whereas in Souk Naif physical features were less influential, with the factors cited by over 40% being price, hospitality and décor.

The results relating to Dubai Mall are supported by Singh et al (2013), whose study showed that mall shoppers in Dubai view the shopping experience as a blend of five factors: ambience, physical infrastructure, marketing focus, convenience, and safety and security. Also Al-Mahy (2013) explored the motives for people to go shopping in modern shopping environments in the Gulf region using the Kingdom of Bahrain as a case study. Shoppers are more likely to stress the hedonic and social aspects of shopping than its utilitarian facets. Findings of this type specifically on traditional souks have to date not been available, with the closest study being Cetin et al.'s (2011) comparison of malls and souks, which did not examine factors attracting users to these environments.

Although there are significant differences in features attracting users to the different types of shopping environments in Dubai, there are also similarities, specifically in terms of the percentages of users who are attracted by décor, variety of product and visibility.

Question 3.c was addressed in Chapter Six. The shopping environment, whether traditional or modern shopping spaces, besides being places for buying items, have a transactional space along with a space for social function.

The research has clearly shown that shoppers' density varies in the souk and in the mall according to the location and the type of activity, as well as the difference between the weekdays and the weekends within the modern and traditional shopping environment. The results showed that the practical activities such as browsing and walking activity, as well as practical and interactive activities like browsing and walking with chatting are the highest recorded activities that took place in both traditional and modern shopping environments. These activities increased at the weekends. The types of activities varied from place to another, as well as varied from weekdays and weekends.

The significant findings of this information that, these activities appeared significantly at the modern mall at places that have a specific feature such as sitting areas, water feature and recreation facilities but in traditional souk, these activities occurred in front of the shops and in sitting areas.

The behavioural mapping of individuals during the weekdays and weekends showed diversity of activities within the observed places in the mall, where the most of shoppers are browsing in front of the shops or around the stalls and chatting with the shopkeepers as well as chatting with each other. Sitting activity and sitting and chatting or eating appeared in spaces provided to sit located in front of the shops and close to the restaurants or at the waterfall. In this space, the interaction between shoppers and shoppers with the shopkeepers clearly occurred compared with entrance space. This interaction emerged between browsers people, people who are sitting on the benches, shoppers who are standing, standing with sitting shoppers.

On the other hand, the behavioural mapping of individuals during the weekdays and weekends in the contemporary mall, showed distinction of activities within the observed places, where browsing and sitting were the most noticeable activities. The places with recreation facilities such as the Ice rink and the waterfall were the places that recorded a high number of shoppers, as well as at these places recorded various activities in comparison with other places such as the gold souk that have more of shops than entertainment facilities.

In comparison, shoppers within the two shopping environments react differently. The traditional shopping environment showed that shoppers interact with

shopkeepers and the most of activities occurred in front of the shops. On the contrary, the modern shopping environment showed that the created environment of the mall seems to encourage shoppers to stay for a long time and encourage them to interact with each other.

Research Objective 4

To analyse the relationships between physical environments, social behaviour and activities within the two types of shopping environment and draw conclusions on the transformation in how people in the Middle East are using shopping environments.

Research questions for Objective 4

4.a) What does the study of a traditional souk and a contemporary shopping mall in Dubai tell us about how shopping behaviour is changing in Middle Eastern developing countries?

4.b) What are the relationships between physical environment, social spatial behaviour and activities within these two types of shopping environment?

4.c.) What are the differences and similarities between these?

4.d) What changes in shopping behaviour are exemplified through this comparison?

Drawing on the conclusions from objectives 1-3 above, we can address the conclusion on the transformation in how people in the Middle East are using shopping environments.

Traditional shopping environments in Islamic society create a strong sense of place that people can identify with. Dubai's traditional shopping environments are "authentic places" providing cultural identity, memory, and history of the local community through the repetition of everyday activities and interactions. Traditional souks used to be vibrant places utilized by all people of the city, setting a stage for social interactions and public communication. However, social harmony and unity observed in traditional societies have been transformed with socio economic changes.

The shopping environments in Dubai have experienced radical changes in the last years. With no doubt, most of the challenges are due to the changing economic, demographic, and social changes in UAE in general.

The physical characteristics of modern shopping environments in Dubai, which are not culturally relevant, have contributed to attract shoppers' orientation to modern shopping malls. Shopping malls seem to encourage the involvement of young people, especially shoppers who are 20-29 year, within the shopping environment more than traditional souks, which the research showed older shoppers in Dubai still prefer. Malls, as modern shopping places, display more density, longer duration and slower speed of shoppers' behaviour in contrast to the lower density, shorter duration and faster speed of shoppers' behaviour in souks.

8.3 Research Limitations

Despite the contribution to the understanding of shoppers' behaviour within two different shopping environments, this study has its limitations. This section explains these research limitations.

First, the researcher is not from UAE and the change of the case study from Tripoli in Libya to Dubai in UAE was caused by the war and conflict in Libya in 2011. The researcher had very limited knowledge about UAE in general and about Dubai in particular. The researcher had to rely on research about the country from previous studies, which were scarce. This study has therefore been undertaken with limited grounding in existing geographically-specific knowledge.

Due to budget and time constraints, the data collection was confined to only two shopping environments. The replication of the study at other different shopping places of Dubai would enable better generalizability of the findings of the study.

The researcher was unable to interview the designers of Dubai Mall and Souk Naif and the decision makers in Dubai to understand decision-making in the planning and design of these shopping environments, as she had in the field work plan, because she did not get authorization or any response from Emmr Company and Municipality of Dubai. The researcher also did not get authorization from Dubai Mall and Souk Naif administrations to use a camera for the snapshot observation.

With regard to the number of respondents who completed the questionnaires for the present study, these comprised 124 shoppers in Dubai Mall and 102 shoppers in Souk Naif. This number is only a very small proportion of the entire number of shoppers in Dubai Mall and Souk Naif. Therefore, research studies with much larger number of respondents would be required to ensure appropriate generalization of the findings of the study. The sample of the respondents in this research was selected by a random sampling, but purposive sampling may be used to better reflect the shopping behaviour of the different population groups within UAE.

Finally, the fieldwork took place between April and May, and the data collected might not capture seasonal variations in the usage of the two case study shopping environments, and therefore may not reflect the real number of people who visit the two shopping places over the period of a year.

8.4 Recommendations for practitioners

8.4.1 Recommendations for planners

Dubai has undergone profound changes in recent years and faces continued challenges in the years ahead in the retail sector, so it is very important that the planning process provides a clear framework for the continued development of the retail sector in a way that provides certainty for retailers and shoppers.

8.4.2 Recommendations for shopping environment developers

The results of this thesis indicate that traditional shopping environments in Dubai were less preferred than modern style shopping malls, especially by young shoppers who require more possibilities for recreation and socialization. To preserve the identity and culture of traditional souks in light of the rapid and strong competition witnessed by Dubai in the field of building modern shopping malls, the researcher recommends, first, to improve some of the existing negative characteristics that are commonly associated with traditional shopping environments, such as the lack of entertainment facilities and gathering places like restaurants and cafes; and second, to include features that will make them more responsive to a broader spectrum of Emirati and non-Emirati shoppers such as recreational facilities.

8.4.3 Recommendations for designers

The discoveries of this research could advise those who are involved in the process of designing shopping environments. The information determined from this study can help them to preserve the important qualities of shopping environments in new improvements and to enhance the existing traditional environments in Dubai, UAE. For designers, it is likely that the protection of traditional attributes and inclusion of preferred characteristics can make the environment more pleasing to the shoppers.

8.5 Recommendations for further research

The opportunities for future research extend from the limitations of this thesis. The researcher makes the following recommendations for further research. The study was focused mainly on shoppers' behaviour within two different shopping environments in Dubai. The researcher recommends examining the results of the research in other different shopping environments in Dubai. Different environments can create different emotions and behavioural responses. Moreover, future research on particular physical and social aspects of the built environment (layouts, colours, density, temperature, safety, architecture, etc.) should be undertaken to understand the relative contributions of these aspects of shopping environments on shoppers' behaviour.

The primary data collection for this thesis was conducted with respondents from diverse societies and cultures. The exposure of the respondents to distinctive societies may have an impact on their inclination towards traditional and modern environments. Therefore, caution is needed when dealing with the population that may have different level of exposure to other cultures. These limitations provide considerations for future research; therefore, the researcher recommends to involve a higher number of Emirati respondents to create a clearer idea about Emirati shoppers' behaviour in Dubai.

As mentioned in the section on research limitations, the researcher was unable to use a camera during the observation due to the failure to obtain approval from Souk Naif and Dubai Mall administration departments. The researcher recommends that using camera for snapshot observation would provide more accurate information to

interpret shoppers' behaviour, which could be used to develop this aspect of the research as well as to check the validity of the results. In addition, the researcher recommends conducting interviews with decision makers in Dubai in order to understand the reasons for building modern malls, the approach to traditional souks and the role both play within the retail sector in Dubai. In addition, to obtain the information about the modern and traditional shopping places which related to private and public retail sector and what the similarities and differences between them.

Finally, the researcher recommends the study of shoppers' behaviour during different times of the year, for example during the summer and winter, and to compare the results with this thesis's results.

References

References

- Abbaoul M., Djemili, A. (2011). Alienation Bypass - A Social Practice To Develop Space: The Case Of Setif'S Harat. Theoretical and Empirical Researches in Urban Management 6, 70–82.
- Abdulaal, W., Al-Rahman, H.A. (1991). Development of shopping centres in Jeddah. Planning Outlook 34, 10–19.
- Abu-Ghazalah, S., Abu-Ghanimeh, A.(2012). The impact of shopping mall upon the future of urban planning in Greater Amman. **PhD**
- Adam Finn, J.J.L. (1996). Shopping centre image, consideration, and choice: Anchor store contribution. Journal of Business Research 241–251.
- Adkins Lehen, M.L., Burgess, B., Wesley, S. (2002). Expanding the loyalty concept to include preference for a shopping mall. The International Review of Retail, Distribution and Consumer Research 12, 225–236.
- Ahmad, A.M.K..(2012). Attractiveness Factors Influencing Shoppers' Satisfaction, Loyalty, and Word of Mouth: An Empirical Investigation of Saudi Arabia Shopping Malls. International Journal of Business Administration 3, p101.
- Ahmad Jamal, F.D.(2006). Profiling consumers: A study of Qatari consumers' shopping motivations. Journal of Retailing and Consumer Services 67–80.
- Ahmed, Z.U., Ghingold, M., Dahari, Z.(2007). Malaysian shopping mall behavior: an exploratory study. Asia Pacific Journal of Marketing and Logistics 19, 331–348.
- Aktas, G.G..(2012) Sustainable Design Proposals in Shopping Center Public Interiors. International Journal of Energy and Environment, Volume 6.
- Al-Mahy, J.A.M., 2013. The Modern Retail Habitats in the Gulf Region: The Experience of the Bahraini Shopper. International Journal of Business and Management 8, p161.
- Al-Naser, Ali S, 2002. Souks: Historical Background and Current Issues Of tradeFaculty research. College Of Environmental design -125
- Al-Naser, A.S.(2002). SOUKS: Historical Background and Current Issue of Trade Review , 121.
- Al Zahed, K.(2008). Coastal zone management in Dubai with reference to ecological characterization along Dubai Creek (Thesis). University of St Andrews.

- Alhameli, S., Alshehhi, M.(2004). Images are an outstanding evidence of rapid development “a perfect example from United Arab Emirates (UAE)”, in: Proceedings of the ISPRS XXth Congress, Commission PS IC, Working Group II/4, XXXV, Part B. p. 505.
- Ali, A., Hasnu, S.A.F.(2013). An Analysis of In-store Shopping Environment on Consumers’ Impulse Buying: Evidence from Pakistan. Retrieved on 560–570.
- Alrouaf, Ali.A. A Tale of Two Souqs: The Paradox of Urban Diversity in the Gulf. URL
https://www.academia.edu/1850989/A_Tale_of_Two_Souqs_The_Paradox_of_Urban_Diversity_in_the_Gulf (accessed 10.28.14).
- Alqahtani, S.S. (2011). Shopping Centers Attraction: Saudi Customers Perspective.
- Anandkumar,V. A study on the sources of competitive advantage of Dubai as a Shopping Tourism Destination. www.academia.edu/
- Anderson,, C.B., (2004). Athletic Identity and Its Relation to Exercise Behavior: Scale Development and Initial Validation. *Journal of Sport & Exercise Psychology*;Mar2004 26, 39.
- Andreu, L., Bigné, E., Chumpitaz, R., Swaen, V., 2006. How does the perceived retail environment influence consumers’ emotional experience? Evidence from two retail settings. *Int. Rev. of Retail, Distribution and Consumer Research* 16, 559–578.
- Anselmsson, J.(2006). Sources of customer satisfaction with shopping malls: a comparative study of different customer segments. *International Review of Retail, Distribution and Consumer Research* 16, 115–138.
- Assael, H.(1987). Consumer behavior and marketing action. Kent Pub. Co., Boston, Mass.
- Azadarmaki, M., 2012. The Emerge of Shopping Centers and the Synchronic Continuity of the Tajrish Traditional Bazaar-A Comparative Study of the Tajrish Traditional Bazaar and the Ghaem and Tandiis Modern Shopping Centers and Their Relationship. *OIDA International Journal of Sustainable Development* 5, 69–86.
- Babbie, E.R.(1990). Survey Research Methods, Second Edition, 2 edition. ed. Cengage Learning, Belmont, Calif.
- Babin,, B.J., Attaway, S.J.(2000). Atmospheric Affect as a Tool for Creating Value and Gaining Share of Customer. *Journal of Business Research*, 49.
- Bagaeen, S.(2007). Brand Dubai: The Instant City; or the Instantly Recognizable City. *International Planning Studies* 12, 173–197.

- Baker, J., Grewal, D., Parasuraman, A. (1994). The influence of store environment on quality inferences and store image. *JAMS* 22, 328–339.
- Baker, J., Levy, M., Grewal, D. (1992). An experimental approach to making retail store environmental decisions. *Journal of Retailing* 68, 445–460.
- Bansal, A.K., Bansal, A. (2012). A critical study on consumer behaviour regarding purchase of products from shopping malls. *International Journals of Marketing and Technology* 2, 299–312.
- Beddington, N.(1991). *Shopping Centres: retail development, design and management*. Butterworth Architecture Boston.
- Bell, D.R., Bucklin, R.E., Sismeiro, C., Bucklinandcatarinasismeiro, D.B.R., Bucklin, P., Fitzsimons, G.(2000). *Consumer Shopping Behaviors and In-Store Expenditure Decisions*.
- Bernard, H.R.(2005). *Research Methods in Anthropology: Qualitative and Quantitative Approaches*, 4th Revised edition. AltaMira Press,U.S., Lanham, MD.
- Berry, J.(1980). Introduction to methodology.. In H. C. Triandis, & J. W. Berry (Eds.), *Handbook of cross- cultural psychology: Methodology*. Boston, MA: Allyn & Bacon.
- Billings, W.(1990). Effects of store atmosphere on shoppers' behaviour. *Illinois Wesleyan University*.
- BİROL, G.(2005). An alteanative approach for analysis of traditional shopping spaces and a case study on BALIKESİR 6, 63–75.
- Birol, G. (2003). *Evolution of Trade Centres in Relation to Changing Trade Activities*. İzmir Institute of Technology,İzmir.
- Bitner, M.J.(1992). Servicescapes: the impact of physical surroundings on customers and employees. *The Journal of Marketing* 57–71.
- Blackstone, A.(2012). *Principles of Sociological Inquiry: Qualitative and Quantitative Methods*.
- Bloch, P.H., Ridgway, N.M., Dawson, S.A.(1994). The shopping mall as consumer habitat. *Journal of Retailing* 70, 23–42.
- Bohl, P.(2012). The effects of store atmosphere on shopping behaviour - A literature review. [WWW Document]. Corvinus Marketing Tanulmányok. URL <http://portal.uni-corvinus.hu/index.php?id=26979> (accessed 4.6.14).
- Bryman, A.(2006). Integrating quantitative and qualitative research: How is it done? *Qualitative Research*, 6(1), 97-113.

- Budisantoso, T., Mizerski, K.(2010). The influence of shopping motivation, optimum stimulation level, perception of store atmosphere and satisfaction of repatronage intention. Presented at the ANZMAC 2010, Department of Management, College of Business and Economics, University of Canterbury, pp. 1–8.
- Campbell, D.T., Fiske, D.W.(1959). Convergent and discriminant validation by the multitrait-multimethod matrix. *Psychological bulletin* 56, 81.
- Cetin, M.(2010). Transformation and perception of urban form in arab city. *International Journal of Civil & Environmental Engineering IJCEE-IJENS* 10, 30–34.
- Cetin, M.(2010). Analysis and conservation of social attributes in traditional shopping districts towards revatilisaton of town centres in recession: Balikesir as a case study. *International Journal of Arab Culture, Management and Sustainable Development* 1, 375–399.
- Cetin, M., Gadola, F.B., Cheol, S.M., n.d. (2011). Relationship between Shopping Behaviors and its Spatial Configuration in Al-Khobar; Malls Versus Souqs.
- Charoenruk, D.D., undated. Communication Research Methodologies: Qualitative and Quantitative Methodology. [Internet].
- Chebat, J.-C., Michon, R.(2003). Impact of ambient odors on mall shoppers' emotions, cognition, and spending: A test of competitive causal theories. *Journal of Business Research* 56, 529–539.
- Cherrier, H., Rahman, K., Mady, T., Lee, D.(2009). The Globalization of Arab World: Impacts on Consumers' Level of Materialism and Vanity 1, 82–94.
- Coates, B., Anderson, E.P., Hartup, W.W.(1972). Interrelations in the attachment behavior of human infants. *Developmental Psychology* 6, 218.
- Coleman, P. (2006). *Shopping Environments: Evolution, Planning and Design*. Architectural Press.
- Cosco, N.G., Moore, R.C., Islam, M.Z., (2010). Behavior mapping: a method for linking preschool physical activity and outdoor design. *Med Sci Sports Exerc* 42, 513–519.
- Cushman & Wakefield , (2011).Malls around the Emirates shopping Centre inventory. <https://www.scribd.com/doc/61856516/Dubai-Retail>
- Crawford, M., (2002). The World in a Shopping Mall. In Sorkin, M.(Ed), *Variations on a Theme Park: The new American city and the end of public space*. New York: Hill and Wang.

- D' Astous, A.(2000)a. Irritating aspects of the shopping environment. *Journal of Business Research* 49, 149–156.
- D' Astous, A.(2000)b. Irritating Aspects of the Shopping Environment. *Journal of Business Research* 49, 149–156.
- DeNICOLA, C.(2005). Dubai's Political and economic Development:: An Oasis in the desert WILLIAMS COLLEGE.
- Dennis, C., Murphy, J., Marsland, D., Cockett, T., Patel, T.(2002). Measuring image: shopping centre case studies. *The International Review of Retail, Distribution and Consumer Research*
- Denzin, N.K.(2009). *The Research Act: A Theoretical Introduction to Sociological Methods*. Transaction Publishers.
- Dholakia, R.R.(1999). Going shopping: key determinants of shopping behaviors and motivations. *International Journal of Retail & Distribution Management* 27, 154–165.
- DiMuzio, T. (2010). The world's affluent playground: Dubai's architecture of doom and the future of globalized social reproduction. Sweden: EISA. (pp. 1-21).
- Donovan, R.J., Rossiter, J.R.(1982). Store atmosphere: an environmental psychology approach. *Journal of retailing* 58, 34–57.
- Dorson, T.A., 2013. Shop Selection at the Mall: Key Selection Attributes and Demographic Effects. *International Journal of Advances in Management and Economics*.
- EDGÜ, E., ÜNLÜ, A., ŞALGAMCIOĞLU, M.E., Mansouri, A., (2012). Traditional Shopping: A Syntactic Comparison of Commercial Spaces in Iran and Turkey, in: *Proceedings of the Eighth International Space Syntax Symposium*, Chile. pp. 1–24.
- El Alfy, A., Maarouf, N.(2012). Towards Understanding Different Shopping Architectural Characters in Cairo. *Journal of Applied Sciences Research* 8(2), 1303–1320.
- El Sayed, I.M., Farrag, D.A., Belk, R.W.(2003). The Effects of Physical Surroundings on Egyptian Consumers' Emotional States and Buying Intentions. *Journal of International Consumer Marketing* 16, 5–27.
- El-Adly, M.I., (2007). Shopping malls attractiveness: a segmentation approach. *International Journal of Retail & Distribution Management* 35, 936–950.
- Eldemery, I.M. (2009). Globalization Challenges in Architecture. *Journal of Architectural and Planning Research* 26, 343.

- Elsheshtawy, Y.(2008)a. The Evolving Arab City: Tradition, Modernity and Urban Development. Routledge.
- Elsheshtawy, Y.(2008)b. Transitory Sites: Mapping Dubai's "Forgotten" Urban Spaces. *International Journal of Urban and Regional Research* 32, 968–988.
- Erkip, F.(2003). The shopping mall as an emergent public space in Turkey. *Environment and Planning A* 35, 1073–1094.
- Erkip, F.(2005). The rise of the shopping mall in Turkey: the use and appeal of a mall in Ankara. *Cities* 22, 89–108.
- Fahmi,W. (2012). Sustainable Tourism and the Rehabilitation of Cairo's Historical Districts: The Case of the Bazaar Area and the Cities of Dead. *2nd world sustainability forum*.
- Farrag, D.A., El Sayed, I.M., Belk, R.W.(2010). Mall Shopping Motives and Activities: A Multimethod Approach. *Journal of International Consumer Marketing* 22, 95–115.
- Fosu, A.K., 2013. Achieving Development Success: Strategies and Lessons from the Developing World. Oxford University Press.
- Foxall, G.R.(2001). Foundations of Consumer Behaviour Analysis. *Marketing Theory* 1, 165–199.
- Gharipour, M.(2012). The bazaar in the Islamic city: design, culture, and history. American University in Cairo Press, Cairo; New York.
- Gilde, C.(2010). Exploring the impact of retail design on shopping behaviour: using the built shopping environment to examine the relative effect of motivational orientation. University of Bath. **PhD**
- Golafshani, N.(2003). Understanding reliability and validity in qualitative research. *The qualitative report* 8, 597–607.
- Goss, J.(1993). The "magic of the mall": An analysis of form, function, and meaning in the contemporary retail built environment. *Annals of the Association of American Geographers* 83, 18–47.
- Grewal, D., Baker, J., Levy, M., Voss, G.B.(2003). The effects of wait expectations and store atmosphere evaluations on patronage intentions in service-intensive retail stores. *Journal of Retailing* 79, 259–268.
- Groat, L., Wang, D. (2002). Architectural Research Methods. John Wiley & Sons.
- Group, O.B.(2007). The Report: Abu Dhabi 2007. Oxford Business Group.
- Gruen, V.(1973). Centers for the urban environment; survival of the cities. Van Nostrand Reinhold Co., New York.

- Gürçel, Ç., (2003). Integration of Shopping Malls with Pedestrian Environment: An Analysis of Akköprü Migros and Karum Shopping Malls. Department of Interior Architecture and Environmental Design and the Institute of Fine Arts of Bilkent University.**PhD**
- Hanachi, P., Yadollahi, S.(2011). Tabriz Historical Bazaar in the context of change. Presented at the ICOMOS 17th General Assembly, Paris, France, pp. 1028–1039.
- Handy, S.L., Boarnet, M.G., Ewing, R., Killingsworth, R.E.(2002). How the built environment affects physical activity: views from urban planning. *Am J Prev Med* 23, 64–73.
- Hancock, B., Ockleford, E., Windridge, K., 1998. An introduction to qualitative research. Trent focus group Nottingham.
- Hart, C., Farrell, A.M., Stachow, G., Reed, G., Cadogan, J.W.(2007). Enjoyment of the shopping experience: impact on customers' repatronage intentions and gender influence. *The Service Industries Journal* 27, 583–604.
- Harwell, M.R. (2011). "Research Design in Qualitative/Quantitative/Mixed Methods". In *The SAGE Handbook for Research in Education: Pursuing Ideas as the Keystone of Exemplary Inquiry*, edited by Clifton F. Conrad and Ronald C. Serlin: 147-163.
- Ho Suen, W.L.(2011). AGORA 2012: The Return to Traditional Marketplace. Ryerson University.**PhD**
- Hossain, N. (2004) . The Social Logic of Spontaneous Retail Development in Dhaka. Protibesh © BUET, Vol9, 42-51.
- Hu, H., Jasper, C.R.(2006). Social cues in the store environment and their impact on store image. *International Journal of Retail & Distribution Management* , 34, 25–48.
- Hu, H., Jasper, C.R.(2007). A qualitative study of mall shopping behaviors of mature consumers. *Journal of Shopping Center Research* , 14, 17–38.
- Hussein,, A.(2009). The use of Triangulation in Social Sciences Research: Can qualitative and quantitative methods be combined? *Journal of Comparative Social Work*.
- Ittelson, W.H., Rivlin, L.G., Proshansky. (1970). Environmental psychology: man and his physical setting. Holt, Rinehart and Winston.
- Jackson, E.L.(1991). Shopping and leisure: implications of west Edmonton mall for leisure and for leisure research. *The Canadian Geographer/Le Géographe Canadien*, 35, 280–287.

- Jakob, A.(2001). On the Triangulation of Quantitative and Qualitative Data in Typological Social Research: Reflections on a Typology of Conceptualizing “Uncertainty” in the Context of Employment Biographies. *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research* 2.
- Janet C.M. Starkey.(2004). Mercantile Gentlemen and Inquisitive Travellers: constructing The Natural History of Aleppo. *JCS*,25
- Jick, T.D.(1979). Mixing qualitative and quantitative methods: Triangulation in action. *Administrative science quarterly* 602–611.
- Johnson, J., Raveendran, P.T.(2009). Retail Patronage Behaviour and Shopper Segmentation: A Study among Shoppers of Organised Retailers. Vilakshan: *The XIMB Journal of Management*, 6.
- Joppe, M. (2000). The Research Process. Retrieved February 25, 1998
- Juhari, N.H., Ali, H.M., Khair, N.(2012). The shopping mall service scape affects customer satisfaction, in: Proceeding of the 3rd International Conference on Business and Economic Research (3rd ICBER 2012). pp. 617–632.
- Katelijjn, Q.(2002). Atmospheric tools in commercial spaces creating experiences which influence consumers’ mood and behaviour. The University College of Hasselt.PhD
- Keng, C.-J., Huang, T.-L., Zheng, L.-J., Hsu, M.K.(2007). Modeling service encounters and customer experiential value in retailing: An empirical investigation of shopping mall customers in Taiwan. *International Journal of Service Industry Management* 18, 349–367.
- Khalaf, S.(2002). Globalization and heritage revival in the Gulf: an anthropological look at Dubai Heritage Village
- Kocaili, B.E.(2010) Evolution of shopping malls recent trends and the question of regeneration. M.S. Department of Interior Architecture. ÇANKAYA University. **PhD**
- Kotler, P.(1973). Atmospherics as a marketing tool. *Journal of retailing* 49, 48–64.
- Kotzé, T., North, E., Stols, M., Venter, L.(2012). Gender differences in sources of shopping enjoyment. *International Journal of Consumer Studies* 36, 416–424.
- Kumar, V., Karande, K.(2000). The Effect of Retail Store Environment on Retailer Performance. *Journal of Business Research* 49, 167–181.
- Kung, R.-H., Liu, J.-C., Chang, C.-T., Chen, P.-T., 2012. Exploring the relationships among shopping motivation, shopping behavior, and post-purchasing behavior of Mainland tourists toward Taipei Night Markets. *World Academy of Science, Engineering and Technology* 68.

- Kuruvilla, S.J., Joshi, N.(2010). Influence of demographics, psychographics, shopping orientation, mall shopping attitude and purchase patterns on mall patronage in India. *Journal of Retailing and Consumer Services* 17, 259–269.
- Kuruvilla, S.J., Joshi, N., Shah, N.(2009). Do men and women really shop differently? An exploration of gender differences in mall shopping in India. *International Journal of Consumer Studies* 33, 715–723.
- Kusumowidagdo, A., Sachari, A., Widodo, P.(2012). Shoppers' Perception on Physical Condition of Shopping Centers' Atmosphere at Different Lifecycle. *International research journal of business studies*. 5.
- Kuyumcu, A., (2010). The Development Of Shopping Centers In Turkey: The case of (İZMİR). The Graduate School of Engineering and Sciences of İzmir Institute of Technology.
- Lam, S.Y.(2001). The Effects of Store Environment on Shopping Behaviors: A Critical Review. *Advances in Consumer Research*, 28.
- Langrehr, F.W.(1991). Retail shopping mall semiotics and hedonic consumption. *Advances in Consumer Research* 18, 428–433.
- Laroche, M., Teng, L., Michon, R., Chebat, J.-C. (2005). Incorporating service quality into consumer mall shopping decision making: a comparison between English and French Canadian consumers. *Journal of Services Marketing* 19, 157–163.
- Lawson, R., Loudon, R.(1996). Consumer Behaviour in Australasia. McGraw-Hill Professional, Roseville, N.S.W.; New York.
- Lekagul, A.(2002). Toward Preservation of the Traditional Marketplace: A Preference Study of Traditional and Modern Shopping Environments in Bangkok, Thailand
- Léo, P.-Y., Philippe, J. (2002). Retail Centres: Location and Consumer's Satisfaction. *The Service Industries Journal* 22, 122–146.
- Leong, S. (2001). ... And Then There Was Shopping. In J. C. Chung, J. Inada, R. Koolhaas, & S. T. Leong, *Harvard Design School Guide to Shopping* (pp. 129 -155). New York: TASCHEN.
- Luisa Andreu, E.B.(2006). How does the perceived retail environment influence consumers' emotional experience? evidence from two retail settings. *The International Review of Retail, Distribution and Consumer Research* 16, 559–578.
- Lukić, R. (2012). The effects of cross-border tourist on retail performance. *Singidunum Journal of Applied Sciences* , volume 9.

- Machleit, K.A., Eroglu, S.A. (2000). Describing and Measuring Emotional Response to Shopping Experience. *Journal of Business Research* 49, 101–111.
- Madichie, N.O., Blythe, J.(2011). The “bold and the beautiful” of the UAE retail environment. *Marketing Intelligence & Planning* 29, 593–601.
- Mahgoub, Y.(2007). Architecture and the expression of cultural identity in Kuwait. *The Journal of Architecture* 12, 165–182.
- Manzo, J., 2005. Social Control and the Management of “Personal” Space in Shopping Malls. *Sage Publications* 8, 83–97.
- Masad, M. (2008). Dubai: What cosmopolitan city. *ISIM Review*.22 (autumn): 10-11.
- McGrath, J.(1982). The study of research choices and dilemmas. *Sage Publications* 69–80.
- Mehdipour, A., Nia, H.(2013) Persian Bazaar and Its Impact on Evolution of Historic Urban Cores -the Case of Isfahan, *The Macrotheme Review* 2(5).
- Mehrabian, A., Russell, J.A.(1974). An approach to environmental psychology. The Mit Press, Cambridge, Mass.
- Mejri, M., Debabi, M., Nasraoui, K. (2012). Exploratory Analysis of the Shopping Orientation in the Tunisian Context. *International Journal of Marketing Studies*, volume 4.
- Mersch, M. (2008). Accessibility and attractiveness: key features towards central city revitalisation : a case study of Christchurch, New Zealand. *VDM Verlag Dr. Muller, Saarbrucken [Germany]*.
- Michon, R., Chebat, J.C. (2005). Researching out for mall shoppers: Shopping Value, Mall Atmosphere and Approach Behavior. *ASAC*. Toronto, Ontario
- Michon, R., Chebat, J.-C. (2005). Michon, R., Attention Hedonic and Utilitarian mall shoppers... Mall Atmospherics Trigger an Approach Behavior. *School of Retail Management*. Toronto, Ontario
- Michon, R., Chebat, J.-C., Turley, L.W., (2005). Mall atmospherics: the interaction effects of the mall environment on shopping behavior. *Journal of Business Research* 58, 576–583.
- Michon, R., Yu, H., Smith, D., Chebat, J.-C.(2005) Mall Environment, Shopping Value, and Approach Behavior: A Study of Female Fashion Shoppers.
- Millonig, A., Gartner, G.(2008). Exploring Human Spatio-Temporal Behaviour Patterns, in: *Proceedings of the 17th International Research Symposium on Computer-Based Cartography (AutoCarto 2008)*. Shepherdstown, West Virginia, USA. *Cartography & Geographic Information Society*.

- Lee, M.-Y., Atkins, K.G., Kim, Y.-K., Park, S.-H. (2006). Competitive analyses between regional malls and big-box retailers: a correspondence analysis for segmentation and positioning. *Journal of Shopping Center Research* 13, 81–98.
- Mohamed, M.A. (2001). Heritage and Tourism RITAGE .An approach to urban conservation case study of Dubai–UAE.
- Moosavi, M.S.(2005). Bazaar and its role in the development of Iranian traditional cities, in: Conference Proceedings 2005 IRCICA *International Conference of Islamic Archaeology*. pp. 40–41.
- Mortimer, G., Clarke, P. (2010). Gender differences and store characteristics : a study of Australian supermarket consumers, in: Ballantine, P., Finsterwalder, J. (Eds.), *Proceedings of ANZMAC 2010*. Presented at the ANZMAC 2010 Conference, University of Canterbury, New Zealand, Christchurch, pp. 1–5.
- Mugan, G., Erkip, F.(2009). Discrimination against teenagers in the mall environment: a case from Ankara, Turkey. *Adolescence* 44, 209–232.
- Neal, C., Quester, P., Hawkins, D.I., Hawkins, D. (2001). *Consumer Behavior: Implications For Marketing Strategy*, AUSTRLN edition. ed. McGraw-Hill Higher Education.
- Neuman, W.L.(2005). *Social research methods: Quantitative and qualitative approaches*. Allyn and Bacon.
- Nicholls, J.A.F., Li, F., Kranendonk, C.J., Mandakovic, T.(2003). Structural or Cultural: An Exploration into Influences on Consumers' Shopping Behavior of Country Specific Factors versus Retailing Formats. *Journal of Global Marketing* 16, 97–115.
- Niedomysl, T. (2010). Towards a Conceptual Framework of Place Attractiveness: A Migration Perspective. *Geografiska Annaler: Series B, Human Geography* 92, 97–109.
- Nour, M.M.A. (1981). Factors underlying traditional Islamic urban design. *Planning Outlook* 24, 29–32.
- Nyarko, Y. (2010). The United Arab Emirates: Some Lessons in Economic Development. Working paper//World Institute for Development Economics Research.
- Olsen, W.(2004). Triangulation in social research: qualitative and quantitative methods can really be mixed. *Developments in sociology* 20, 103–118.
- Oppewal, H., Alexander, A., Sullivan, P.(2006). Consumer perceptions of corporate social responsibility in town shopping centres and their influence on shopping evaluations. *Journal of Retailing and Consumer Services* 13, 261–274.

- Oppewal, H., Timmermans, H.(1997). Retailer self-perceived store image and competitive position. *The International Review of Retail, Distribution and Consumer Research* 7, 41–59.
- Ortega, A.(2009). Dubai: The Case for Modern Tribalism. *Stanford Journal of International Relations*.
- Özsoy, M. (2010). User preferences on transformations of shopping centers into private urban public spaces: The case of Izmir, Turkey. *African Journal of Business Management* 4, 1990–2005.
- Ozuduru, B.H. (2006). An empirical analysis of shopping center locations in Ohio. The Ohio State University.
- Sadeghi, Tooraj, Bijandi, Fereshteh. (2011). The Effect of Shopping Mall Environment on Shopping Behavior under a Model. Department of Business Management, Islamic Azad University. *Middle-East Journal of Scientific Research* 8 (3): 566-574
- Sommer, R., Wynes, M., & Brinkley, G. (1992). Social Facilitation Effects in Shopping Behavior. *Environment and Behavior*, 24(3), 285-297.
- Syed, Aijazzaka. Dubai Derams, Malaysia magic .
<http://www.khaleejtimes.com/DisplayArticleNew.asp?xfile=data/opinion/2007>
- Pacione, M. (2005) City profile Dubai. Department of Geography, University of Strathclyde. Vol. 22, No. 3,, 255–265.
- Page, E.B., Webb, E.J., Campell, D.T., Schwart, R.D., Sechrest, L.(1966). Unobtrusive Measures: Nonreactive Research in the Social Sciences. *American Educational Research Journal* 3, 317.
- Quartier, K., Vanrie, J., Van Cleempoel, K.(2009). The interaction between interpreted space, mood and behavior in retail environments: a conceptual research model. Paper published in the proceedings of IASDR09‘Design: Rigor and relevance’, Seoul, 18-22 .
- Quartier, K. (2011). Retail Design: Lighting as a Design Tool for the Retail Environment. **PhD**
- Rajagopal, D.(2008). Growing Shopping Malls and Behavior of Urban Shoppers (SSRN Scholarly Paper No. ID 1299024). Social Science Research Network, Rochester, NY.
- Rajagopal, D.(2009). Determinants of Shopping Behavior of Urban Consumers (SSRN Scholarly Paper No. ID 1351551). Social Science Research Network, Rochester, NY.
- Raju, J., Mason, S., 2007. Dubai.

- Ramos, S.J.(2010). The Blueprint: A History of Dubai's Spatial Development through Oil Discovery. The Dubai Initiative 12.
- Rab, Samia.R. Dubai: Architecture and heritage in service of globalization. (2010)
https://www.academia.edu/543322/DUBAI_Architecture_and_heritage_in_service_of_globalization
- Rapoport, A.(1977). Human aspects of urban form: towards a man-environment approach to urban form and design. Pergamon Press.
- Reynolds, J., Howard, E., Dragun, D., Rosewell, B., Ormerod, P.(2005). Assessing the productivity of the UK retail sector. The International Review of Retail, Distribution and Consumer Research 15, 237–280.
- Reynolds, K.E., Ganesh, J., Lockett, M.(2002). Traditional malls vs. factory outlets: comparing shopper typologies and implications for retail strategy. Journal of Business Research 55, 687–696.
- Robert, B.(2010). Examining the Effects of Psychographics, Demographics and Geographics on Time-related Shopping Behaviors. University of North Texas.
- Roy, A. (1994). Correlates of mall visit frequency. Journal of Retailing 70, 139–161.
- Roy, A., Tai, S.T.C. (2003). Store Environment and Shopping Behavior. Journal of International Consumer Marketing 15, 71–99.
- Rumsey, S., 2013. shopping Oasis. Retail Developers have played a key role in Turning Dubai into a popular global Tourist Destination.
http://www.mecsc.org/pdf/dubai_small.pdf.
- Runyan, R., Kim, J.-H., Baker, J. (2012). The mall as bazaar: How kiosks influence consumer shopping behaviour. Journal of Marketing Management 28, 85–102.
- Ryan, C., Ninov, I. (2011). Dimensions of Destination Images—The Relationship Between Specific Sites and Overall Perceptions of Place: The Example of Dubai Creek and “Greater Dubai”. Journal of Travel & Tourism Marketing 28, 751–764.
- Sadeghi, T., Bijandi, F.(2011). The Effect of Shopping Mall Environment on Shopping Behavior under a Model. Middle-East Journal of Scientific Research 8, 566–574.
- Salama, H.H.S., 2011. Place production in globalizing middle eastern cities: a study of cairo and dubai. Proquest, Umi Dissertatio, [S.I.].
- Sankar, A., 2005. shopping malls: a new shopping experience. ICFAI Center for Management Research.

- Schiffman, L.G., Hansen, H., Kanuk, L.L., 2008. *Consumer Behaviour: A European Outlook*. Pearson Education.
- Schiller, R.K., 1972. The measurement of the attractiveness of shopping centres to middle class luxury consumers. *Regional Studies* 6, 291–297.
- Scoppet, C., 2007. Arab Gulf seaport-cities. A distinctive pattern of city/sea relationship. http://retedigital.com/wp-content/themes/rete/pdfs/portus_plus/3_2012/reconversi%C3%B3n_de_waterfronts_urbano_portuarios/Cecilia_Scoppetta.pdf.
- Šepić, L.(2001). *Mediterranean Markets Architectural Structure*.
- Severin, V., Louviere, J.J., Finn, A.(2001). The stability of retail shopping choices over time and across countries. *Journal of Retailing* 77, 185–202.
- Shalchi, M .(2012). The Emergence of Shopping Centers and the Synchronic Continuity of the Tajrish Traditional Bazaar : A Comparative Study of the Tajrish Traditional Bazaar and the Ghaem and Tandiis Modern Shopping Centers (Tehran) and their Relationship. *Conservatoire national des arts et metiers – CNAM*.
- Shihab,M.A.(1995). *Development Strategy for the United Arab Emirates*. Department of economic University of Salford, England United Kingdom.
- ShioidsH, R.(1989). Social spatialization and the built environment: the West Edmonton Mall. *Environment and Planning D: Society and Space* 7(2) 147 – 164.
- Singh, H., Prashar, S.(2013). Factors Defining Shopping Experience: An Analytical Study of Dubai. *Asian Journal of Business Research* 3, 36–53.
- Sinha, P.K., Uniyal, D.P.(2005). Using observational research for behavioural segmentation of shoppers. *Journal of Retailing and Consumer Services* 12, 35–48.
- Sit, J., Merrilees, B.(2005). Understanding satisfaction formation of shopping mall entertainment seekers: A conceptual model, in: *Proceedings of the 2005 Australian and New Zealand Marketing Academy Conference (ANZMAC 2005)*. pp. 106–114.
- Snider, M.D.(2012). Entropy and exclusivity: gender and change in the retail environment, *Alexandria, Egypt (1970-2011)*.
- Sohail, M.S., 2013. A Study of Mall Shopping Behaviour and Patronage: Perspectives From An Emerging Nation. *Australian Journal of Basic and Applied Sciences* 7, 373–382.

- Solomon, M.R., Bamossy, G., Askegaard, P.S., Hogg, M.K.(2009). *Consumer Behaviour: A European Perspective*, 4 edition. Financial Times/ Prentice Hall, New York.
- Sugiura, S.(2008). *Shopping Spaces for People: Case Studies of Three Shopping Spaces in the San Francisco East Bay Area*. University of California, Davis.
- Sundstrom, E., Bell, P.A., Busby, P.L., Asmus, C., (1996). Environmental Psychology 1989–1994. *Annual Review of Psychology* 47, 485–512.
- Taneja, K.(2007). *Mall Mania in India: Changing Consumer Shopping Habits*. University of Nottingham. **PhD**.
- Tauber, E.M., (1972). Why Do People Shop? *Journal of Marketing* 36, 46.
- Teller, C. (2008). Shopping streets versus shopping malls—determinants of agglomeration format attractiveness from the consumers' point of view. *The International Review of Retail, Distribution and Consumer Research* 18, 381–403.
- Teller, C., Reutterer, T., Schnedlitz, P.(2008). Hedonic and utilitarian shopper types in evolved and created retail agglomerations. *The International Review of Retail, Distribution and Consumer Research* 18, 283–309.
- Thabane, L., Ma, J., Chu, R., Cheng, J., Ismaila, A., Rios, L.P., Robson, R., Thabane, M., Giangregorio, L., Goldsmith, C.H.(2010). A tutorial on pilot studies: the what, why and how. *BMC Medical Research Methodology* 10, 1.
- Thornton, S.J.(1991). *Spatial behaviour in the retail environment* University of Nottingham.**PhD**.
- Timmermans, H.J.P.(1993). Retail environments and spatial shopping behaviour. 342–377.
- Tsang, A.S.L., Zhuang, G., Li, F., Zhou, N.(2003). A Comparison of Shopping Behavior in Xi'an and Hong Kong Malls. *Journal of International Consumer Marketing* 16, 29–46.
- Turley, L., Milliman, R.E.(2000). Atmospheric Effects on Shopping Behavior: A Review of the Experimental Evidence. *Journal of Business Research* 49, 193–211.
- Turley, L.W., Chebat, J.-C.(2002). Linking retail strategy, atmospheric design and shopping behaviour. *Journal of Marketing Management* 18, 125–144.
- Ujang, N., Dola, K. (2006). *Linking Activity and Place Attachment Dimensions in Enhancing the Sense*. Landscape Architecture Department. University Putra, Malaysia.

- Van Eeden, J.(2006). The gender of shopping malls. *Communicatio* 32, 38–64.
- van Nes, Akkelies. 2005. Typology of shopping areas in Amsterdam. In *Proceedings Space Syntax. 5th International Symposium*. ed. Akkelies van Nes, TU Delft. Amsterdam: Techne Press.
- Vardhan, Vardhan. (2008). From a Desert to a Dreamland-the case of Successful Destination Marketing of Dubai and lessons for India. *Conference on Tourism in India – Challenges Ahead*, 15-17 IIMK
- Vaughn, R.L., Hansotia, B.J.(1977). A multi-attribute approach to understanding shopping behavior. *JAMS* 5, 281–293.
- Waxman, L. (2006). The Coffee Shop: Social and Physical factors Influencing Place Attachment. *Journal of Interior Design* 31, 35–53.
- Webb, E. J., Campbell, D. T., Schwartz, R. D., & Sechrest, L.(1966).Unobtrusive measures: Nonreactive measures in the social sciences.Chicago: Rand McNally.
- White, R.(2009). The role of entertainment in shopping centre & malls. *Leisure eNewsletter*, Sep–Oct 8, 1–15.
- Williams, P., Ashill, N.(2011). Definitely Dubai. Goodfellow Publishers Ltd.
- Yeasmin, S., Rahman, K.(2012). Triangulation research method as the tool of social science research. *BUP Journal* 1.
- Yoo, C., Park, J., MacInnis, D.J.(1998). Effects of Store Characteristics and In-Store Emotional Experiences on Store Attitude. *Journal of Business Research* 42, 253–263.
- Yüksel, A.(2007). Tourist shopping habitat: Effects on emotions, shopping value and behaviours. *Tourism management* 28, 58–69.
- Zacharias, J.(1993). Reconsidering the impacts of enclosed shopping centres: A study of pedestrian behaviour and within a festival market in Montreal. *Landscape and Urban Planning* 149–160.
- Zeisel, J.(1984). *Inquiry by Design: Tools for Environment-Behaviour Research*. CUP Archive.
- Zikmund, w.(2003). *business research method*. The Dryden Press worth.

Appendices

Observation shoppers' behaviour form A

Day Date.....
 Observation place..... Observation area.....
 Observer No:..... Time began.....
 Time End.....

[illegible]

Age: Elderly (E), Mature (M), Youth (Y), Teen (T)

The revised observation sheet

Observation shoppers' behaviour form A

Day Date..... Observation place..... Observation area.....

Time began..... **Time End.....**

[illegible]

Age: Elderly (E), Mature (M), Youth (Y), Teen (T)

Speed of walking: High (H), Medium (M), slow (S)

QUESTIONNAIRE

Research title: A comparative study between traditional and contemporary shopping environments in Dubai, UAE.

Researcher's name: Sana Jahawi

Third year PhD student at School of the Built Environment

Heriot Watt University, Edinburgh, UK

Contact details

Email : sj114@hw.ac.uk

Tel.: +44 (0)7552634671

Supervised by: Dr Harry Smith

Email: h.c.smith@hw.ac.uk

Tel: +44 (0)131 451 4616

Please, feel free to contact the researcher or the supervisor for further information about the research.

The research has been approved by the school of the built environment, HWU ethics committee.

Questionnaire for Dubai Mall users

Dear Madam or Sir:

Thank you for participating in this survey. The purpose of this survey is to gauge your opinion about some shopping environment and shoppers' behaviour. It's part of a PhD research project, Please choose your answer carefully. Your participation in this project is very important and so are your responses to all survey questions. Your responses to the answers will be kept strictly confidential and will be used in aggregate form only.

Section A

Please provide some information about yourself. All responses are confidential and will only be used to find the characteristics of participants.

What is your gender? ☐ Male ☐ Female

What age group do you belong to?

☐ Under 20 ☐ 20-29 ☐ 30-39 ☐ 40-49 ☐ 50-59
☐ Over 60

What is your nationality?

☐ UAE ☐ Arabian ☐ European ☐ American
☐ Asian ☐ African ☐ Australian ☐ Other

Are you citizen of UAE?

☐ yes ☐ No

If no, are you here:

☐ Visitor ☐ Tourist ☐ working ☐ studying ☐ other

What is your occupation?

☐ Student ☐ Looking after home/family
☐ Self-employed with employee(s) ☐ Self-employed without employee(s)

- ☐ Public sector employee ☐ Private sector employee
☐ Unemployed ☐ Retired ☐ Other

How would you describe your annual income?

- ☐ Low ☐ Medium ☐ High

Section B

This section is to understand your respondent's shopping behaviour

How many times do you come to this mall?

- ☐ Once a week ☐ Twice a week ☐ 3-4 times a week
☐ 5 times and above a week ☐ Less than once a week- if so, how often? [...]

What time do you prefer for shopping? Why?

- ☐ Early morning ☐ Before noon ☐ Noon ☐ after noon ☐ Evening
and later

Because:.....

What is the average time spent in the mall (per visit)?

- ☐ Less than 30 minutes ☐ 30 minutes to 1 hour ☐ 1 hour to 2 hours
☐ 2 hours to 3 hours ☐ 3 hours to 4 hours ☐ 4 hours and above

You are now at ☐ Main entrance ☐ Gold souk ☐ Ice rink ☐ Water fall

What is the average time do you spend in this area?

- ☐ 5 min & below ☐ 5-10 min ☐ 10-15 min ☐ 15-20 min ☐ 20 min &
above

Do you usually come:

- ☐ Alone ☐ with family ☐ with friends ☐ with work colleagues

During the **past 30 days, how many different malls have you visited?**

☐ None ☐ 1 to 2 ☐ 3 to 4 ☐ More than 4

Do you ever visit any of the following modern shopping malls in Dubai? (Tick all those that apply:

☐ Mall of the Emirates ☐ Deira City Centre ☐ Burjuman Centre
☐ IBN Batuta Mall ☐ Mercato Town Centre ☐ Dubai Marina Mall
☐ Arabian Shopping Centre ☐ Dubai Oasis mall

Have you visited the old souks in Dubai before?

☐ yes ☐ No If yes, ticks the souks that you have been at:

☐ old souk in Bur Dubai ☐ Souk Naif ☐ Deira Old Souk & Spice Souk
☐ Gold Souk ☐ Satwa Souk ☐ Al souk Alkabeer

If no, why? You can choose more than one reason

☐ I like the new malls rather than the old souks ☐ I do not like their environment.
☐ I do not like the design ☐ I feel it is boring
☐ No enough parking. ☐ They are far from my home
☐ Not attractive ☐ I do not like their products.
☐ No entertainment facilities ☐ Unsafe ☐ other

Section c

This section is to understand your shopping motives

16-Why do you visit to this mall? You can choose more than one reason:

☐ Shopping ☐ Browsing ☐ Recreation
☐ Dining ☐ Meeting friends ☐ To avoid the bad weather
☐ Convenient location ☐ Dating ☐ Meeting for business
☐ Near to my house ☐ Security ☐ Others

17-How do you feel at this mall and why? You can choose more than one answer:

- | | | | |
|----------------------------------|-------------------------------------|------------------------------------|---------------------------------------|
| <input type="checkbox"/> Pleased | <input type="checkbox"/> Displeased | <input type="checkbox"/> Satisfied | <input type="checkbox"/> Dissatisfied |
| <input type="checkbox"/> Happy | <input type="checkbox"/> Unhappy | <input type="checkbox"/> Relaxed | <input type="checkbox"/> tense |
| <input type="checkbox"/> Excited | <input type="checkbox"/> unexcited | <input type="checkbox"/> Safe | <input type="checkbox"/> Unsafe |

Because:.....

18-How do you feel in this particular part of the mall? You can choose more than one answer:

- | | |
|---|--|
| <input type="checkbox"/> I feel talkative and friendly to stranger friendly to stranger who happens to be next to me. | <input type="checkbox"/> I do not feel talkative and who happens to be next to me. |
| <input type="checkbox"/> I like the environment | <input type="checkbox"/> I Do not like the environment |
| <input type="checkbox"/> I feel relaxed during my visit | <input type="checkbox"/> I do not feel relaxed during my visit |
| <input type="checkbox"/> I lose the sense of the time | <input type="checkbox"/> This place makes me feel bored. |
| <input type="checkbox"/> This place seems very spacious to me. | <input type="checkbox"/> This place seems very enclosed/small to me. |
| <input type="checkbox"/> I like the activities happening here | <input type="checkbox"/> I am not satisfied with the activities |
| <input type="checkbox"/> I do not like the goods on display. | <input type="checkbox"/> I like the goods on display. |

19-What things attract you to this place? You can choose more than one answer

- | | | |
|---|--|---|
| <input type="checkbox"/> The decor. | <input type="checkbox"/> The lighting. | <input type="checkbox"/> The background music. |
| <input type="checkbox"/> Accessibility to the mall. | <input type="checkbox"/> Visibility. | <input type="checkbox"/> Entertainment facilities. |
| <input type="checkbox"/> The special activities. | <input type="checkbox"/> The price. | <input type="checkbox"/> The variety of the products. |
| <input type="checkbox"/> The brand. | <input type="checkbox"/> Hospitality of shopkeeper/staff | |

((Thank you))

Questionnaire for Souk Naif users

Dear Madam or Sir:

Thank you for participating in this survey. The purpose of this survey is to gauge your opinion about some shopping environment and shoppers' behaviour. It's part of a PhD research project, Please choose your answer carefully. Your participation in this project is very important and so are your responses to all survey questions. Your responses to the answers will be kept strictly confidential and will be used in aggregate form only.

Section A

Please provide some information about yourself. All responses are confidential and will only be used to find the characteristics of participants.

What is your gender? ☐ Male ☐ Female

What age group do you belong to?

☐ Under 20 ☐ 20-29 ☐ 30-39 ☐ 40-49 ☐ 50-49
☐ Over 60

What is your nationality?

☐ UAE ☐ Arabian ☐ European ☐ American
☐ Asian ☐ African ☐ Australian ☐ Other

Are you citizen of UAE?

☐ yes ☐ No

If no, are you here:

☐ Visitor ☐ Tourist ☐ working ☐ studying ☐ other

What is your occupation?

☐ Student ☐ Looking after home/family
☐ Self-employed with employee(s) ☐ Self-employed without employee(s)
☐ Public sector employee ☐ Private sector employee
☐ Unemployed ☐ Retired ☐ other

Section B
This section is to understand your respondent's shopping behaviour

How would you describe your annual income?

☐ Low ☐ Medium ☐ High

How many times do you come to this souk?

☐ Once a week ☐ Twice a week ☐ 3-4 times a week
☐ 5 times and above a week ☐ Less than once a week- if so, how often? ☐

What time do you prefer for shopping? Why?

☐ Early morning ☐ Before noon ☐ Noon ☐ after noon
☐ Evening and later

Because:.....

What is the average time spent in the souk (per visit)?

☐ Less than 30 minutes ☐ 30 minutes to 1 hour ☐ 1 hour to 2 hours
☐ 2 hours to 3 hours ☐ 3 hours to 4 hours ☐ 4 hours and above

You are now at ☐ Main entrance ☐ women's wear shops ☐ cafe and restaurants area

What is the average time do you spend in this area?

☐ 5 min & below ☐ 5-10 min ☐ 10-15 min ☐ 15-20 min ☐ 20 min & above

Do you usually come:

☐ Alone ☐ with family ☐ with friends ☐ with work colleagues

During the past 30 days, how many different souks have you visited?

☐ None ☐ 1 to 2 ☐ 3 to 4 ☐ More than 4

Do you ever visit any of the following old souks in Dubai? (Tick all those that apply:

☐ old souk in Bur Dubai ☐ Textiles souk ☐ Deira Old Souk & Spice Souk
☐ Gold Souk ☐ Satwa Souk ☐ Al souk Alkabeer

Have you visited modern shopping malls in Dubai before?

☐ yes ☐ No If yes, ticks the souk that you have been at:

☐ Dubai mall ☐ Mall of the Emirates ☐ Deira City Centre
☐ Burjuman Center ☐ IBN Batuta Mall ☐ Mercato Town Centre
☐ Dubai Marina Mall ☐ Arabian Shopping Centre ☐ Dubai Oasis mall

If no, why? You can choose more than one reason

☐ I like the new malls rather than the old souks ☐ I do not like their environment.
☐ I do not like the design ☐ I feel it is boring
☐ No enough parking. ☐ They are far from my home
☐ Not attractive ☐ I don't like their products.
☐ No entertainment facilities ☐ Unsafe
☐ other

Section c

This section is to understand your shopping motives

Why do you visit to this souk? You can choose more than one reason :

☐ Shopping ☐ Browsing ☐ Recreation ☐ Dining
☐ Meeting friends ☐ To avoid the bad weather ☐ Convenient location
☐ Dating ☐ Meeting for business ☐ Near to my house
☐ Security ☐ Others

How do you feel at this souk and why? You can choose more than one answer

☐ Pleased ☐ Displeased ☐ Satisfied ☐ Dissatisfied
☐ Happy ☐ Unhappy ☐ Relaxed ☐ tense
☐ Excited ☐ unexcited ☐ Safe ☐ Unsafe

Because:.....

How do you feel in this particular part of the souk? You can choose more than one answer:

- | | |
|--|---|
| <input type="checkbox"/> I feel talkative and friendly to stranger to stranger who happens to be next to me. | <input type="checkbox"/> I do not feel talkative and friendly who happens to be next to me. |
| <input type="checkbox"/> I like the environment | <input type="checkbox"/> I Do not like the environment |
| <input type="checkbox"/> I feel relaxed during my visit | <input type="checkbox"/> I do not feel relaxed during my visit |
| <input type="checkbox"/> I lose the sense of the time | <input type="checkbox"/> This place makes me feel bored. |
| <input type="checkbox"/> This place seems very spacious to me. enclosed/small to me. | <input type="checkbox"/> This place seems very |
| <input type="checkbox"/> I like the activities happening here | <input type="checkbox"/> I am not satisfied with the activities happening here |
| <input type="checkbox"/> I do not like the goods on display. | <input type="checkbox"/> I like the goods on display. |

What things attract you to this place? You can choose more than one answer

- | | | |
|---|--|---|
| <input type="checkbox"/> The decor. | <input type="checkbox"/> The lighting. | <input type="checkbox"/> The background music. |
| <input type="checkbox"/> Accessibility to the mall. | <input type="checkbox"/> Visibility. | <input type="checkbox"/> Entertainment facilities. |
| <input type="checkbox"/> The special activities. | <input type="checkbox"/> The price. | <input type="checkbox"/> The variety of the products. |
| <input type="checkbox"/> The brand. | <input type="checkbox"/> Hospitality of shopkeeper/staff | |

((Thank you))

The results of shoppers' behaviour and motivation in Souk Naif and Dubai Mall

Shoppers behaviour	Dubai Mall		Souk Naif	
	N	%	N	%
Frequency				
Less than once a week	52	33.9	57	26.5
Once a week	42	20.1	27	7.8
Twice a week	25	3.2	8	7.8
3-4 times a week	4	0.80	8	2
5 times and above	1	41.9	2	55.89
Time				
Early morning	13	10.5	23	22.5
Before noon	9	7.3	5	4.90
Noon	12	9.7	6	5.9
After noon	57	46	32	31.4
Evening and later	33	26.6	36	35.3
Time spend				
Less than 30 minutes	1	0.80	0	0
30 min to 1 hour	3	2.4	15	14.7
1 to 2 hours	27	21.8	55	53.9
2 to 3 hours	34	27.4	22	21.6
3 to 4 hours	40	32.3	9	8.8
4 hours and above	19	15.3	1	0.98
companionship				
Alone	5	4.03	7	6.86
With family	55	44.4	63	61.8
With friends	61	49.1	31	30.4
Work with colleagues	3	2.4	1	0.98
None	48	38.70	59	57.8
1 to 2	48	38.70	35	34.3
3 to 4	20	16.1	5	4.9
More than 4	8	6.5	3	2.9
Shoppers motivation				
Shopping	70	56.5	84	82.4
Browsing	45	36.3	44	43.14
Recreation	68	54.8	10	9.84
Dining	84	67.7	33	32.34
Meeting friends	63	50.8	28	27.5
To avoid the weather	55	44.4	13	12.7
Convenient location	19	15.3	8	7.8
Dating	17	13.7	8	7.8
Meeting for business	19	15.3	9	8.8
Near to my house	6	4.8	12	11.8
Security	15	12.1	25	24.5
Others	6	4.81	3	2.9

Chi- square test (shoppers' motivation according to gender in Souk Naif and Dubai Mall)

Do you visit to this souk for shopping?

Crosstab

Count		do you visit to this souk for shopping?		Total
		none	yes	
What is your gender?	Male	18	18	36
	Female	0	66	66
Total		18	84	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	40.071 ^a	1	.000		
Continuity Correction ^b	36.705	1	.000		
Likelihood Ratio	45.157	1	.000		
Fisher's Exact Test				.000	.000
N of Valid Cases	102				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.35.

b. Computed only for a 2x2 table

Do you visit to this souk for Browsing?

Crosstab

Count		do you visit to this souk for Browsing ?		Total
		None	yes	
What is your gender?	Male	22	14	36
	Female	36	30	66
Total		58	44	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.409 ^a	1	.522		
Continuity Correction ^b	.185	1	.667		
Likelihood Ratio	.411	1	.521		
Fisher's Exact Test				.539	.334
N of Valid Cases	102				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.53.

b. Computed only for a 2x2 table

Do you visit to this souk for Recreation?**Crosstab**

Count

		do you visit to this souk for Recreation?		Total
		None	yes	
What is your gender?	Male	31	5	36
	Female	61	5	66
Total		92	10	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.050 ^a	1	.306		
Continuity Correction ^b	.457	1	.499		
Likelihood Ratio	1.008	1	.315		
Fisher's Exact Test				.318	.245
N of Valid Cases	102				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.53.

b. Computed only for a 2x2 table

Do you visit to this souk for Dining?**Crosstab**

Count

		do you visit to this souk for Dining?		Total
		None	yes	
What is your gender?	Male	22	14	36
	Female	47	19	66
Total		69	33	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.086 ^a	1	.297		
Continuity Correction ^b	.673	1	.412		
Likelihood Ratio	1.072	1	.300		
Fisher's Exact Test				.376	.205
N of Valid Cases	102				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.65.

b. Computed only for a 2x2 table

Do you visit to this souk for meeting friends?**Crosstab**

Count

		do you visit to this souk for meeting friends?		Total
		None	yes	
What is your gender?	Male	20	16	36
	Female	54	12	66
Total		74	28	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	8.067 ^a	1	.005		
Continuity Correction ^b	6.803	1	.009		
Likelihood Ratio	7.842	1	.005		
Fisher's Exact Test				.006	.005
N of Valid Cases	102				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.88.

b. Computed only for a 2x2 table

Do you visit to this souk for avoiding the bad weather?**Crosstab**

Count

		do you visit to this souk for avoiding the bad weather ?		Total
		None	yes	
What is your gender?	Male	32	4	36
	Female	57	9	66
Total		89	13	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	.134 ^a	1	.715		
Continuity Correction ^b	.003	1	.956		
Likelihood Ratio	.136	1	.712		
Fisher's Exact Test				1.000	.488
N of Valid Cases	102				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.59.

b. Computed only for a 2x2 table

Do you visit to this souk for Convenient location?**Crosstab**

Count

		do you visit to this souk for Convenient location?		Total
		None	yes	
What is your gender?	Male	35	1	36
	Female	59	7	66
Total		94	8	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.975 ^a	1	.160		
Continuity Correction ^b	1.040	1	.308		
Likelihood Ratio	2.303	1	.129		
Fisher's Exact Test				.254	.154
N of Valid Cases	102				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.82.

b. Computed only for a 2x2 table

Do you visit to this souk for dating?**Crosstab**

Count

		do you visit to this souk for dating?		Total
		None	yes	
What is your gender?	Male	31	5	36
	Female	63	3	66
Total		94	8	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.813 ^a	1	.093		
Continuity Correction ^b	1.669	1	.196		
Likelihood Ratio	2.664	1	.103		
Fisher's Exact Test				.127	.100
N of Valid Cases	102				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.82.

b. Computed only for a 2x2 table

Do you visit to this souk for business?**Crosstab**

Count

		do you visit to this souk for business?		Total
		None	yes	
What is your gender?	Male	33	3	36
	Female	60	6	66
Total		93	9	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.017 ^a	1	.897		
Continuity Correction ^b	0.000	1	1.000		
Likelihood Ratio	.017	1	.897		
Fisher's Exact Test				1.000	.604
N of Valid Cases	102				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.18.

b. Computed only for a 2x2 table

Do you visit to this souk because it is near to the house?**Crosstab**

Count

		do you visit to this souk because it is near to the house?		Total
		None	yes	
What is your gender?	Male	31	5	36
	Female	59	7	66
Total		90	12	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.242 ^a	1	.623		
Continuity Correction ^b	.029	1	.865		
Likelihood Ratio	.237	1	.626		
Fisher's Exact Test				.750	.423
N of Valid Cases	102				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.24.

b. Computed only for a 2x2 table

Do you visit to this souk for Security?**Crosstab**

Count

		do you visit to this souk for Security?		Total
		None	yes	
What is your gender?	Male	35	1	36
	Female	42	24	66
Total		77	25	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	14.201 ^a	1	.000		
Continuity Correction ^b	12.444	1	.000		
Likelihood Ratio	17.942	1	.000		
Fisher's Exact Test				.000	.000
N of Valid Cases	102				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.82.

b. Computed only for a 2x2 table

Do you visit to this souk for other reason?**Crosstab**

Count

		do you visit to this souk for other reason?		Total
		None	yes	
What is your gender?	Male	34	2	36
	Female	65	1	66
Total		99	3	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	1.332 ^a	1	.248		
Continuity Correction ^b	.293	1	.588		
Likelihood Ratio	1.257	1	.262		
Fisher's Exact Test				.284	.284
N of Valid Cases	102				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.06.

b. Computed only for a 2x2 table